



Sport, Beer, and Gender: Promotional Culture and Contemporary Social Life (Popular Culture and Everyday Life)

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Sport, Beer, and Gender: Promotional Culture and Contemporary Social Life brings together a group of esteemed international scholars to focus on the important, complex, and mutually reinforcing relationships between sport, beer, and gender in fashioning promotional strategies and shaping global cultures of consumption. Collectively, the book examines a well-known social constellation that has received little specific scholarly attention although it sits at the axis of many lines of expanding inquiry in sport studies, media studies, gender studies, cultural studies, consumer studies, and the study of alcohol and substance abuse. The essays gathered here interrogate and trace beer as a commodity as it circumnavigates the circuit of commodification including: (1) institutions and production, (2) texts and representation, and (3) consumption and reception; they explore how it moves from concept to reality, from the private to the public realm, and ultimately its effects on contemporary gendered identity.

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Editorial Review

About the Author

The Editors: Lawrence A. Wenner (Ph.D., University of Iowa) is Von der Ahe Professor of Communication and Ethics at Loyola Marymount University in Los Angeles. He is a former editor of the *Journal of Sport and Social Issues* and his books include *Media, Sports, and Society* and *MediaSport*. His research focuses media criticism on the ethics of racial and gender portrayals in commodified narratives.

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