

Reframing the National Football League: An organizational analysis of the construction of a modern spectacle.

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Reframing the National Football organizational analysis of the co modern spectacle

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Abstract

Popular and consumer cultures share a similar trajectory in th
spectacle and money being key ingredients in the construction
apparent in the sports industry in America with billions of dol
every year. During the first half of the twentieth century sport

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commanded a significant amount of cultural and economic capital for sports teams, talented athletes and even a few select coaches legendary or even mythical status. The spectacle and revenue of amateur and professional sports was considerable during this time in the early 1960s that the true potential for an American sports culture was introduced with the introduction of television in the development of the National Football League. This redefined what sports in the United States means to popular culture.

The enormity of the National Football League's premier annual Super Bowl, is a testament to the sports dominance of American popular culture. By analyzing the National Football League's formative years in the 1950s and 1970s, it is my intention to demonstrate how the NFL was a cultural product, and achieve an unprecedented social and economic success. I will employ an organization set analysis of cultural industry studies as outlined by M. Hirsch in conjunction with Clifford Geertz and Jerome Bruner to analyze the cultural power and significance of the narrative form to trace the relationship between social and economic success. Popular fiction will also be included to show how thoroughly professional football infiltrated popular and consumer culture and how Americans viewed televised sports.

American sports have undergone amazing changes over the last century. The National Football League and television that changed what the American culture.

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