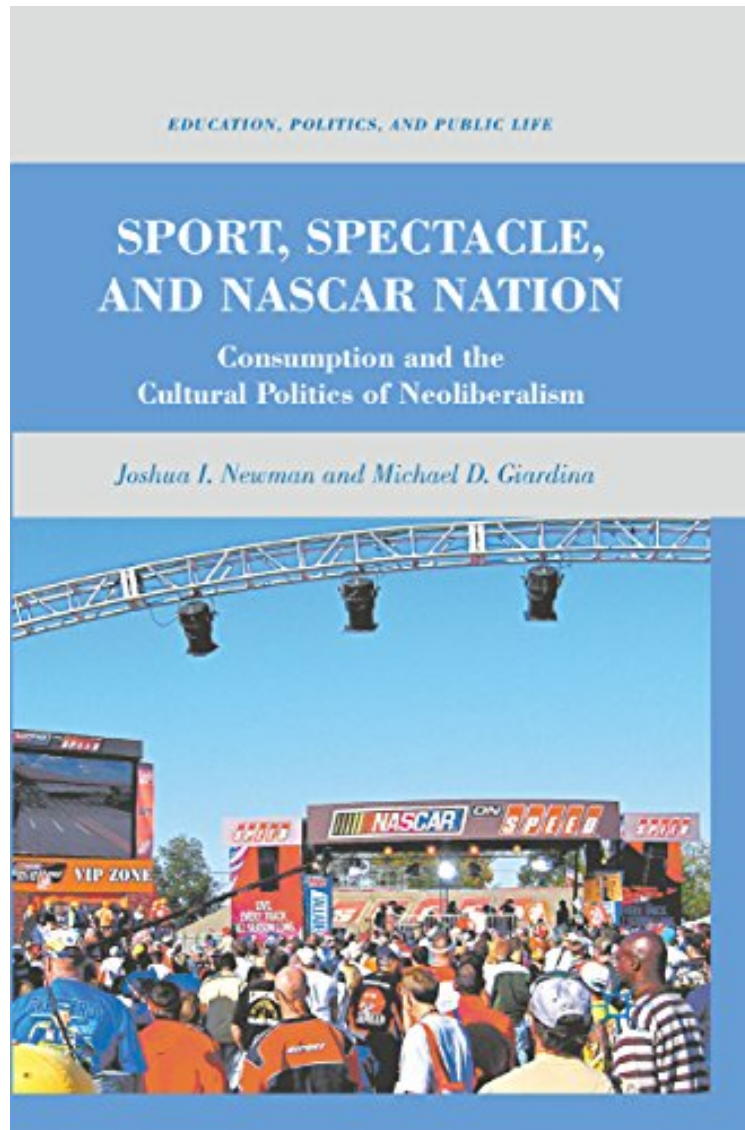


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Sport, Spectacle, and NASCAR Nation: Consumption and the Cultural Politics of Neoliberalism (Education, Politics and Public Life)

J. Newman, M. Giardina

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Sport, Spectacle, and NASCAR Nation critically interrogates stockcar racing's ascendance into the upper-echelon of the North American sporting popular. While most contributions to the public discourse gloss over NASCAR's exclusively white racial identity politics, its underlying patriarchal gender politics, its overtly conservative political commitment, its hyper-Christian orthodoxy, and its omnipresent commercialism, this book connects the dots and critically analyzes the problematic nature of this non-natural, strategically-orchestrated sporting spectacle.

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