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

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Abstract
Popular and consumer cultures share a similar trajectory in their development with spectacle and money being key ingredients in the construction of both. This is most apparent in the sports industry in America with billions of dollars generated every year. During the first half of the twentieth century sports like baseball and boxing...
commanded a significant amount of cultural and economic capital. It was not unheard of for sports teams, talented athletes and even a few select coaches to ascend to a legendary or even mythical status. The spectacle and revenue generating capacity of amateur and professional sports was considerable during this early 1960s that the true potential for an American sports industry was realized. The introduction of television in the development of the National Football League redefined what sports in the United States means to popular and consumer cultures. The enormity of the National Football League's premier annual spectacle, the Super Bowl, is a testament to the sports dominance of American popular cultures. By analyzing the National Football League's formative years during the 1960s and 1970s, it is my intention to demonstrate how the NFL was able to achieve an unprecedented social and economic success. I will employ an organization set analysis of cultural industry proposed by Paul M. Hirsch in conjunction with Clifford Geertz and Jerome Bruner's studies on the cultural power and significance of the narrative form to trace social and economic success. Popular fiction will also be included to demonstrate how professional football infiltrated popular and consumer cultures. American sports have undergone amazing changes over the last century, but it was the National Football League and television that changed what the sports industry means to American culture.

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