

# Unveiling the Anxiety and Identity of Modern America through College Mascots | Book Review: "College Mascots and the Anxiety of Modern America"



**College Mascots and the Anxiety of Modern America**

**By: Author's Name**

Publisher: Critical Issues in Sport and Society

Pages: 250



## Indian Spectacle: College Mascots and the Anxiety of Modern America (Critical Issues in Sport and Society)

by Jon Entine

★★★★☆ 4 out of 5

Language : English  
File size : 22747 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 491 pages



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### Review

In the realm of higher education, college mascots are more than mere symbols of school spirit. They are complex cultural artifacts that reflect the anxieties, aspirations, and identity struggles of modern America. In "College Mascots and the Anxiety of Modern America," author examines the fascinating interplay between college mascots and the cultural landscape of the United States.

The book delves into the historical origins of college mascots, tracing their evolution from the early 20th century to the present day. It explores the ways in which mascots have been shaped by societal trends, such as the rise of mass media, the growth of consumer culture, and the increasing diversity of the American population.

One of the most insightful aspects of the book is its analysis of the tribalistic nature of college mascots. Through detailed case studies, the author demonstrates how mascots can foster a sense of belonging and group identity among students, alumni, and fans. However, this tribalism can also lead to exclusion and conflict, particularly when mascots are perceived as offensive or disrespectful.

The book also examines the role of college mascots in the ongoing debates over race, gender, and cultural appropriation. The author argues that mascots can be powerful symbols of both progress and regression, and that their use requires careful consideration and sensitivity.

Beyond their symbolic significance, college mascots also play a significant role in the commercialization of college sports. The book explores the ways in which mascots have been used to generate revenue through merchandise sales, licensing agreements, and corporate sponsorships. It also examines the ethical implications of this commercialization, and the potential for it to undermine the educational mission of universities.

"College Mascots and the Anxiety of Modern America" is a thought-provoking and timely book that offers a unique perspective on the cultural and social significance of college mascots. It is a must-read for anyone interested in the history, symbolism, and controversies surrounding these iconic figures.

In a world marked by rapid change and uncertainty, college mascots serve as a window into the anxieties and aspirations of modern America. "College Mascots and the Anxiety of Modern America" provides a fascinating and insightful exploration of these cultural artifacts, revealing their profound

impact on our understanding of identity, community, and the challenges we face as a nation.

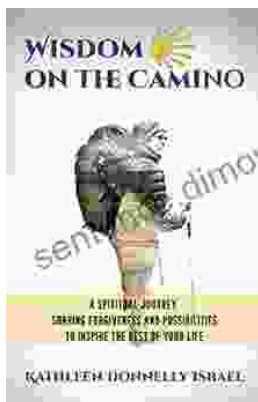


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