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Popular cultures: rock music, sport and the politics of pleasure.

Author(s) : [Rowe, D.](#)

Book : [Popular cultures: rock music, sport and the politics of pleasure.](#) 1995 pp.v ref.13 pp. of

Abstract : Focusing on two major forms of popular culture, rock music and sport, the book outlines the key issues involved in the understanding of popular culture from different aspects. Rock music and sport encapsulate the contradictory elements of popular culture: the tensions between the commercial manufacture and marketing of cultural products on the one hand, and their potential for articulating a resistive identity on the other.

the other. Using rock music and sport as case studies, the book explores the contemporary economics, ideology and cultural constitution of forms of pop. It demonstrates that popular culture cannot be adequately understood without a grasp of the ways in which economics, ideology and culture interrelate. This is explored through examples such as punk rock music which is examined in its presentation as a product, its practical consciousness and its symbolic expression. The book is designed to be of interest to students and researchers in popular culture, cultural and leisure studies, sociology, communications and related fields.

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