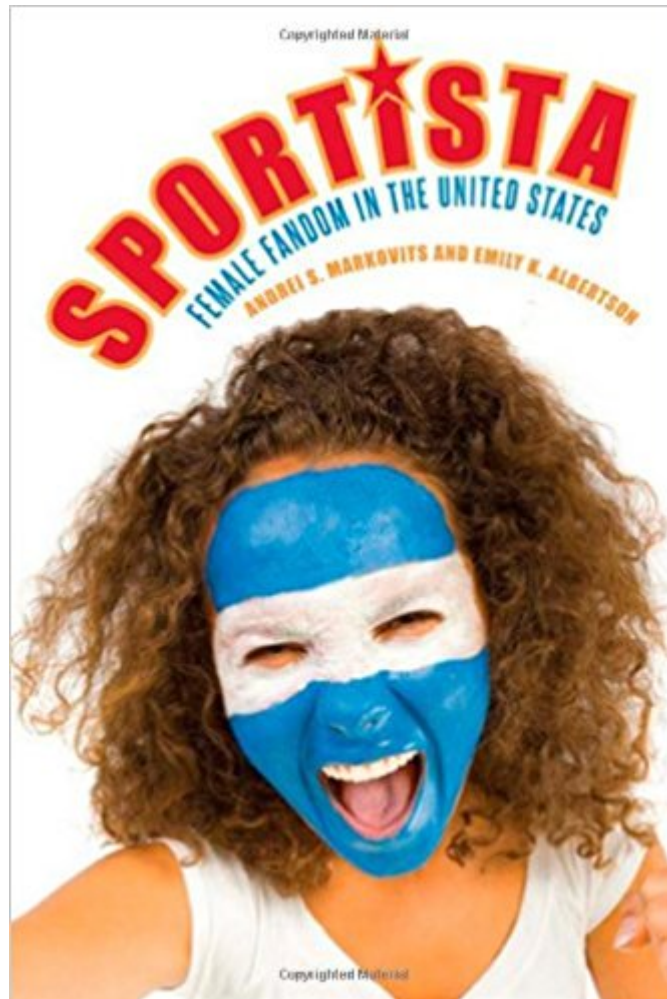


The book was found

Sportista: Female Fandom In The United States (Politics History & Social Chan)



Synopsis

The travails in the changing world of women as athletes and sports fans

Book Information

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Customer Reviews

Prof. Markovits and Emily Albertson, in their book *Sportista: Female Fandom in the United States*, use sports as a lens to explore gender and how that is reflected in the production and consumption of sports. Sport is one of the last truly masculine bastions left in the United States. Outside of a few areas-U.S. Women soccer team, UConn Women Huskies Basketball team-the hegemonic sports culture is dominated by the big four: baseball, football, basketball, and hockey. All of these are produced by male athletes and predominately consumed by men. In this illuminating study Markovits and Albertson are predominately concerned with the absence of the female fan, the *Sportista*. Why is she missing from fandom? Or put differently, why is her extant fandom articulated and experienced so differently from men's? Once women were admitted into the realm of sports producer through the revolutionary impact of Title IX there was no corresponding increase in the number of female sports fan. That women, even sports producers, do not participate in a way similar to men when it comes to being a fan is one of this book's major insights.. In a very informative and thoughtful manner the authors show that the conversations women have over sports are very different than the ones men do. On the whole, women's dialogue over sports does not lead to them to become dyed-in-the-wool sports fans or what the authors term *Sportistas*. Markovits and

Albertson have provided a very engaging, thoughtful, analysis of the reasons why the Sportista is a unique outlier. The manner in which the authors present their argument is very effective and persuasive. By using a diverse literature they carefully show the many faceted ways gender and questions about gender are always present.

What a fascinating read for sports fans, sociologists, and those interested in gender relations and/or popular culture. A wonderful, insight-filled study of female fandom and its place in a male-dominated sports culture. Will make readers appreciate the importance of sports in shaping gender norms and the fundamental ways in which our society functions. A pleasure to read and more! Don't miss this!

An excellent read for anyone interested in the role of female fans and players in sports, or even those looking for an interesting read in the field of gender studies. Prof. Markovits and Emily Albertson seek to explain exactly how women become fans, are accepted by their male peers, and how they are able to either stay in the fandom sphere or are constantly marginalized by men who cannot accept them into the sporting world. Their sources include many recognized journalists who explain their own stories and how they are still marginalized by those who do not believe that women should be covering sports, as well as those who have experienced the inability to penetrate a male-dominated field as fans and are consistently dismissed as not being "true fans." Tracing the history of women in sports from much earlier and different times to the present, this book will force many to re-examine their outlook on how women are accepted as fans.

My daughter is a 24-year-old soccer nut. She never played herself, but fell in love with the German national team during the 2006 World Cup. Since then she has lived and breathed the Bundesliga teams, in particular Bayern Munich. This book will help offset her post season letdown, I am sure!

I did not like this book. I don't know what I expected. I love all sports, but I found this book too technical. More like a thesis paper.

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