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## Skate Life: Re-imagining White Masculinity (Hardback)

By Emily Chivers Yochim

The University of Michigan Press, United States, 2010.

Hardback. Book Condition: New. 228 x 156 mm. Language:

English . Brand New Book. This book takes an in-depth look at

skateboarding culture by a promising young scholar. Skate

Life examines how young male skateboarders use skate culture

media in the production of their identities. Emily Chivers

Yochim offers a comprehensive ethnographic analysis of an

Ann Arbor, Michigan, skateboarding community, situating it

within a larger historical examination of skateboarding s

portrayal in mainstream media and a critique of mainstream,

niche, and locally produced media texts (for example, Jackass ,

Viva La Bam , and Dogtown and Z-Boys ). The book scrutinizes

these sources to show how adolescent males simultaneously

critique dominant norms of masculinity while maintaining the

power that white heterosexual masculinity affords.

Additionally, Yochim uses these analyses to introduce the

notion of corresponding cultures , conceptualizing the ways in

which media audiences both contest and incorporate

mediated images into their own ideas about identity. In a

strong combination of anthropological and media studies

approaches, Skate Life asks important questions of the

prevailing theories of youth culture and provides new ways of

assessing how young people create their identities.



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### Reviews

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