Sporting Materiality: Commodification and Fan Agency in Collections, Memorabilia, Jerseys, and Dirt.

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This dissertation dissects the current state of sport in society as manifested through an increasing number of material manifestations created in the late capitalist moment. These objects, namely sports memorabilia and other assorted products, have left an indelible mark on culture by virtue of their attempts to encapsulate presence, dictate levels of fandom, and commemorate collective public memory. In all, the dissertation uses four case studies to examine these consequences, beginning with the emplacement of a private memorabilia collection in a professional baseball stadium, a situation beset by the personal nature of collection and the team's goal to maximize capital in the new stadium. The next case study explores the commodification of sports memorabilia, epitomized by huge profits realized from the sale of authentic, game-used dirt, used in an attempt to re-establish industry credibility in the wake of massive fraud and draw in consumers at a variety of price points. The third case study examines a rhetorical investigation of the material...
study is a rhetorical investigation of the material significance of retro ' or throwback ' jerseys, a fashion trend from the early 21st century that has become a standard part of the commercial offerings of professional sports teams. Concentrating on one professional franchise's attempt to resurrect its history in material form, this chapter argues that while some jerseys retain the symbolic power of the teams and players they channel, others fall short as a result of contextual factors that surround the commemoration. Finally, the last case study is focuses on attempts by sports fans to create their own merchandise, thus activating their individual creativities and operating against hypermasculine gender stereotypes in sports.

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Fan HQ is participating in private signing events with Vikings legends CRIS CARTER and CHUCK FOREMAN! Have your items signed or shop our collection of signed memorabilia. Items for the Carter event are due before 6/29 (signing in partnership with Schwartz Sports!). Items for the EXCLUSIVE private signing with Chuck Foreman are due by 7/20. For complete info click here: FanHQ.MyShopify.com. In the world of collecting, sports memorabilia has grown into a multi-billion-dollar industry with sports fans pursuing game-worn jerseys and game-used. They hunt for autographed baseballs and vintage photographs, as well as pins, programs and posters—even infield dirt from their favorite baseball stadium. Baseball cards are a staple of the industry, of course, followed by sports cards in virtually every sport. Seems there is something for every fan to collect. Baseball | Basketball | Football | Hockey | Other Sports. Collector Stories. Childhood encounter creates Dick Allen fan for life. Sports memorabilia has become increasingly popular and valuable in recent years, and is a market which continues to grow. While sporting mementos, keepsakes and autograph collecting have been fairly common place since the 1920s and 30s, memorabilia only really became serious business during the 1980s, coinciding with when sports teams first began selling jerseys/shirts. From this came the sale of used/signed shirts, and from that a real market for memorabilia and these kind of items opened up.