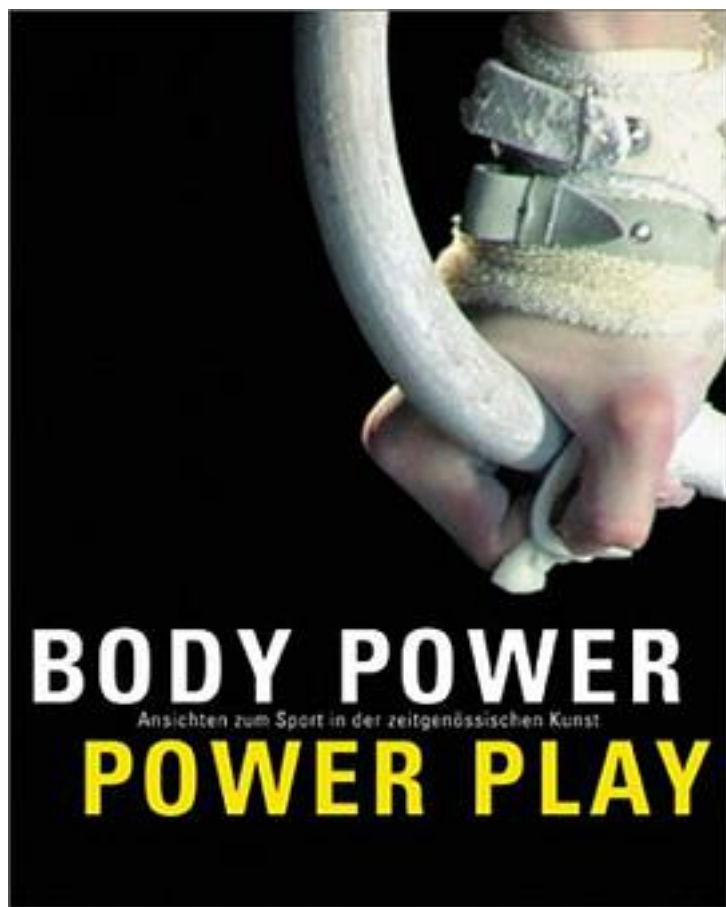


Body Power/Power Play



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Sport, as a media event and leisure ritual, is increasingly becoming a center of commercial and personal interest, with an ever greater role in society, politics, and the economy. Thus was this investigation into the role of sport in the arts instigated, focusing on the cult of the star, mass hysteria, the portrayal of sporting heroes in the

media, self-chastisement, obsession with beauty, and fashion trends in the fitness industry.

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