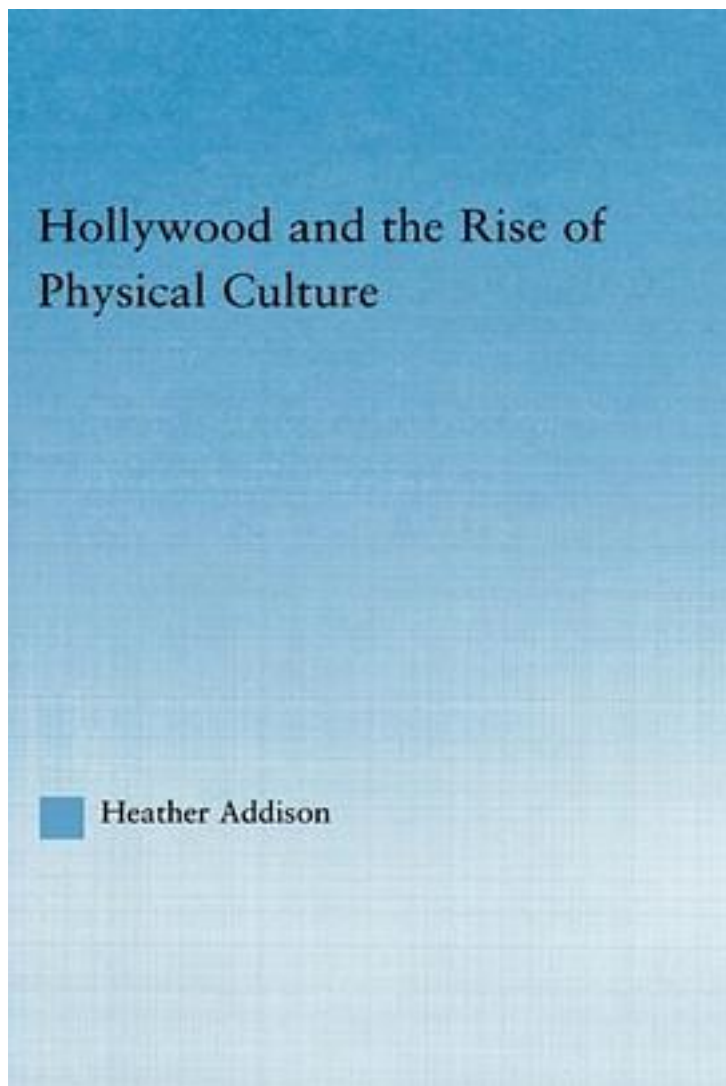


Hollywood and the Rise of Physical Culture



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This study examines the relationship between cinema and physical culture including activities such as dieting and muscle-building. Hollywood's long-standing prominence on the world stage makes it an ideal place to begin such an examination. The evidence that emerges from a case study of Hollywood's impact on the American reducing craze of the 1920s, a physical culture fad whose chief focus was on shedding fat, forms the basis for speculation regarding the interrelationship of Hollywood and physical culture.

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