CONTENTS

LIST OF CONTRIBUTORS	ix
ACKNOWLEDGEMENTS	x
INTRODUCTION: A SUBCULTURAL HISTORY Kevin Young and Michael Atkinson	1
PART I: SUBCULTURES IN LATE MODERNITY	
CHAPTER 1 'THEY THINK IT'S ALL OVER': SPORT AND THE END OF SUBCULTURE DEBATE John Hughson	49
CHAPTER 2 FIRMS, CREWS AND SOCCER THUGS: THE SLIGHT RETURN OF FOOTBALL HOOLIGAN SUBCULTURES Steve Redhead	67
CHAPTER 3 RISK-TAKING IN SPORT: EDGEWORK AND REFLEXIVE COMMUNITY Stephen Lyng	83
PART II: SUBCULTURAL RESISTANCE AND SOCIAL ACTIVISM	
CHAPTER 4 FROM THE PAVEMENT TO THE BEACH: POLITICS AND IDENTITY IN 'SURFERS AGAINST SEWAGE'	
Belinda Wheaton	113

CHAPTER 5 BELIEVE THE HYPE? THE IMPACT OF THE INTERNET ON SPORT-RELATED SUBCULTURES	
Brian Wilson	135
CHAPTER 6 'AMBASSADORS OF THE LAST WILDERNESS'? SURFERS, ENVIRONMENTAL ETHICS, AND ACTIVISM IN AMERICA Leslie Heywood and Mark Montgomery	153
PART III: SUBCULTURAL CO-OPTION AND NEGOTIATION	
CHAPTER 7 ESPN'S X GAMES: CONTESTS OF OPPOSITION, RESISTANCE, CO-OPTION, AND NEGOTIATION	
Robert E. Rinehart	175
CHAPTER 8 ALTERNATIVE AND MAINSTREAM: REVISITING THE SOCIOLOGICAL ANALYSIS OF SKATEBOARDING Michele K. Donnelly	197
PART IV: SUBCULTURES, GENDERS AND SEXUALITIES	
CHAPTER 9 FEMALE INCURSIONS INTO CRICKET'S 'MALE PRESERVE'	
Dominic Malcolm and Philippa Velija	217
CHAPTER 10 BEWARE*#! SK8 AT YOUR OWN RISK: THE DISCOURSES OF YOUNG FEMALE SKATEBOARDERS	
Alana Young and Christine Dallaire	235

Andrew Parker and Samantha A. Lyle PART V: SUBCULTURAL BODIES AND THE POLITICS OF HEALTH	772
THE POLITICS OF HEALTH	272
CHAPTER 12 THE SOCIAL CONSTRUCTION OF 'STEROID SUBCULTURES'	
Rob Beamish	273
CHAPTER 13 ENDURING BODIES IN TRIATHLON Michael Atkinson	295
CHAPTER 14 PARALYMPIC NEWSROOMS: ON CREATING A MEDIATED SUBCULTURE P. David Howe	319
PART VI: SUBCULTURAL RESEARCH: REFLECTIONS FROM THE FIELD	
CHAPTER 15 JOHNNY RODZ AND THE JADE RING: LARRY AND TED'S EXCELLENT ADVENTURE IN PRO WRESTLING	
Ted M. Butryn and Larry deGaris	337
CHAPTER 16 ETHICAL ETHNOGRAPHY: EPISTEMOLOGY AND THE ETHICS OF GOOD INTENTIONS	
Robert R. Sands	353