

Editorial Preface

It is with great pleasure that I introduce this (double) issue of *Football Studies*, my first as editor. The issue carries a forum discussion on American football arising from papers presented within a session at the last North American Society for Sport History (NASSH) annual conference. The papers in the forum section are by Mel Adelman, Philip Suchma and Michael Lomax. The broad theme of the papers is on the economic history of American football at particular points from the Second World War to the 1970s. Michael Oriard presents a summary piece on the papers based on his role as session discussant at the NASSH conference, and I therefore leave you to read Michael's piece rather than provide any brief commentary on the papers myself. I am particularly grateful to Mel Adelman for organising the delivery of the papers to *Football Studies* and I hope that our publication of them goes some way to meeting his own high editorial standards.

The forum section is followed by a 'Viewpoint' piece from Pamela Creedon – unrelated to the papers from the NASSH conference – looking at the Super Bowl as the 'last bastion of hegemonic masculinity'. Creedon contends that changes in the status of women within public institutions from business to the military leave sport as the prime cultural arena for the symbolic assertion of machismo. However, by way of a media studies analysis of the broadcasting of Super Bowl XXXVIII, Creedon shows that the interplay between football action and advertising opens a channel through which mediated sport carries conflicting representations of masculinity.

I look forward to my role as Editor of *Football Studies*, and thank my Associate Editor Tara Magdalinski for her exhaustive efforts in the preparation of this issue.

John Hughson
Editor