

Monday Night Football: A Cultural Paradigm

JOAN M. CHANDLER

The University of Texas at Dallas

Sport has often been considered a reflection of society. *Monday Night Football*, however, while embodying such societal problems as racism, sexism, drugs, and violence, can be watched as an experience-in-itself, separated in viewers' minds from its societal context.

Examination of the history of *Monday Night Football* in relation to Thomas Kuhn's conception of paradigms, suggests that *Monday Night Football* does not "reflect society", and that attempts to understand the cultural power of sport must somehow embody fans' experience of particular sports as events-in-their-own-right.