

politics in the nfl

politics in the nfl has become an increasingly prominent topic in recent years, reflecting the intersection of sports, society, and governance. The National Football League, as one of the most popular sports organizations in the United States, does not exist in a vacuum; its players, owners, and fans often engage with political issues both on and off the field. From protests during the national anthem to debates over social justice, the NFL has been a stage for political discourse and controversy. This article explores the history, key events, and ongoing debates surrounding politics in the NFL, analyzing how political expression impacts the league, its stakeholders, and its audience. Additionally, the article will examine the league's responses to political activism and the broader cultural implications. The following sections provide a detailed overview of the most significant aspects of politics in the NFL.

- Historical Context of Politics in the NFL
- Player Activism and Social Justice Movements
- League Policies and Responses to Political Expression
- Political Influence on NFL Ownership and Management
- Fan Reactions and Media Coverage

Historical Context of Politics in the NFL

The relationship between politics and the NFL stretches back decades, though it has evolved significantly over time. In its early years, the league largely avoided overt political engagement, focusing primarily on entertainment and sporting competition. However, societal changes and increasing awareness of civil rights issues gradually pushed political discourse into the realm of professional football. Through the 1960s and 1970s, as social movements gained momentum nationwide, NFL players and coaches began using their platforms to address political concerns.

Early Political Expressions in the League

Instances of political expression in the NFL can be traced back to players who spoke out against racial discrimination and inequality. Notable examples include the resistance to segregation and discriminatory practices in stadiums and communities. While these efforts were often subtle or localized, they laid the groundwork for more visible activism in later decades.

Evolving Role of the NFL in American Culture

As the NFL grew into a cultural powerhouse, its significance extended beyond sports. The league became a reflection of American values, tensions, and debates. Political issues such as patriotism, race relations, and social justice increasingly intersected with NFL events, making the league a focal point for national conversations.

Player Activism and Social Justice Movements

One of the most notable dimensions of politics in the NFL is the activism displayed by players on social justice issues. From protesting police brutality to advocating for racial equality, NFL athletes have used their visibility to influence public discourse and policy. This section outlines major examples of player activism and the social movements they have supported.

National Anthem Protests

The national anthem protests, initiated by former San Francisco 49ers quarterback Colin Kaepernick in 2016, represent a watershed moment in politics in the NFL. Kaepernick's decision to kneel during the anthem to protest racial injustice sparked widespread debate across the league, media, and the public. The protests grew to include multiple players and teams, highlighting systemic issues such as police violence and inequality.

Advocacy Beyond the Field

Many NFL players have engaged in advocacy efforts that extend beyond game-day protests. These include community outreach programs, fundraising for social causes, and participation in political campaigns. The activism often focuses on areas such as criminal justice reform, education, and economic opportunity for marginalized communities.

Notable Player Activists

- Colin Kaepernick
- Eric Reid
- Myles Garrett
- Michael Bennett

- Le'Veon Bell

League Policies and Responses to Political Expression

The NFL's management and policy decisions play a crucial role in shaping the landscape of political expression within the league. The league's responses to protests and activism reflect both business considerations and broader cultural dynamics. This section examines key policies and official stances related to politics in the NFL.

Anthem Policy and Rule Changes

Following the national anthem protests, the NFL implemented policies intended to regulate player conduct during the anthem. These included rules about standing and respectful behavior, though enforcement and reception varied over time. The policies sparked debate about free speech, player rights, and the league's priorities.

Support for Social Justice Initiatives

In addition to restrictive policies, the NFL has invested in social justice programs and partnerships. The league launched initiatives aimed at addressing racial inequality and supporting community development. These efforts demonstrate an attempt to balance business interests with social responsibility.

Controversies and Criticisms

The NFL's handling of politics has faced criticism from multiple angles. Some argue that the league has suppressed player voices, while others contend it has used activism primarily as a marketing tool. These controversies illustrate the complex dynamics of politics in the NFL.

Political Influence on NFL Ownership and Management

Politics in the NFL extends beyond players and fans to include the roles of owners and executives. Ownership groups and management teams often have political affiliations and

engage in political activities that influence league operations and public perception.

Owners' Political Donations and Advocacy

Many NFL owners contribute to political campaigns and causes, reflecting their personal beliefs and business interests. These donations can impact league policies and shape public debates surrounding the NFL.

Management's Role in Navigating Political Issues

Team executives and league officials must manage the delicate balance between supporting players' rights and maintaining the league's brand image. Their decisions influence how politics in the NFL are addressed internally and communicated externally.

Fan Reactions and Media Coverage

The intersection of politics and the NFL has elicited a wide range of responses from fans and the media, highlighting the league's role as a cultural touchstone. Understanding these reactions is essential to comprehending the full impact of political discourse within the NFL.

Fan Support and Backlash

Fans' opinions on political issues in the NFL vary widely, often reflecting broader societal divisions. Some fans strongly support player activism and social justice efforts, while others view political expression as inappropriate for sports. This polarization affects attendance, viewership, and overall fan engagement.

Media's Role in Shaping the Narrative

Media coverage plays a significant role in amplifying and framing politics in the NFL. News outlets, commentators, and social media platforms contribute to public perceptions and debates surrounding the league's political involvement.

Impact on NFL's Popularity and Revenue

The political controversies associated with the NFL have had measurable effects on the

league's popularity and financial performance. While some sponsors and advertisers have withdrawn support over political disputes, others have embraced the league's efforts to promote social causes.

Frequently Asked Questions

How has political activism among NFL players evolved in recent years?

Political activism among NFL players has become more visible and impactful in recent years, with players using their platforms to address social justice issues, racial inequality, and police brutality, notably through protests like taking a knee during the national anthem.

What role did Colin Kaepernick play in politicizing the NFL?

Colin Kaepernick played a pivotal role by kneeling during the national anthem in 2016 to protest racial injustice and police brutality, sparking widespread debate and increasing political discourse within the NFL and among its fans.

How have NFL team owners responded to political controversies involving players?

NFL team owners have had varied responses, ranging from support for players' rights to express their views to emphasizing unity and discouraging protests during games. Some owners have faced criticism for their handling of political issues.

What impact did the 2020 Black Lives Matter movement have on the NFL?

The 2020 Black Lives Matter movement led to increased support within the NFL for social justice initiatives, including team and league-wide commitments to combat racial inequality, as well as renewed player activism and community engagement efforts.

Has the NFL taken any official stance on political issues?

The NFL has generally aimed to remain neutral politically but has supported social justice causes through initiatives like the Inspire Change campaign, promoting equality and community investment while avoiding explicit endorsements of political parties or candidates.

How do fans' political views affect their support for NFL teams and players?

Fans' political views can influence their support, with some endorsing player activism and others opposing it, sometimes leading to boycotts or decreased viewership, reflecting the broader political polarization in the United States.

What controversies have arisen from political expressions in the NFL?

Controversies include debates over patriotism, freedom of speech, and the appropriateness of protests during national symbols like the anthem, with incidents leading to public backlash, media scrutiny, and internal league discussions on policies.

How has the NFL's relationship with the government influenced its political stance?

The NFL's relationship with government entities, including tax-exempt status and collaboration on community programs, has led to careful navigation of political expressions to maintain favorable public and governmental relations.

Are there any political figures who have publicly supported or criticized the NFL's handling of politics?

Yes, political figures across the spectrum have weighed in, with some praising the league's support for social justice and others criticizing players' protests as unpatriotic, reflecting broader national debates over race and patriotism.

What future trends are expected in the intersection of politics and the NFL?

Future trends may include increased player activism, more structured league policies on political expression, greater fan engagement on social issues, and ongoing debates about the role of sports in political and social discourse.

Additional Resources

1. Fourth and Long: The Politics Behind NFL Ownership

This book delves into the intricate power dynamics among NFL team owners, exploring how their decisions influence league policies and shape the sport's future. It covers topics such as franchise relocations, collective bargaining, and the balance between profit and competition. Readers gain insight into the often opaque world of team ownership and its political ramifications.

2. Gridiron Governance: The NFL's Political Playbook

"Gridiron Governance" examines the internal politics of the NFL, focusing on the league's

governance structures and rule-making processes. The author highlights key conflicts between players, owners, and the commissioner's office, revealing how political maneuvering impacts everything from player safety rules to media rights deals. The book provides a comprehensive look at how power is exercised off the field.

3. Touchdowns and Tensions: Race, Politics, and the NFL

This book investigates the complex relationship between race, politics, and the NFL, addressing issues such as player activism, racial representation in leadership, and the league's response to social justice movements. Through interviews and case studies, it explores how the NFL has become a battleground for broader societal debates. It also considers the implications for the sport's future cultural and political role.

4. From Locker Room to Legislature: The NFL's Political Influence in Washington

This title explores the NFL's lobbying efforts and political influence at the federal level. It details how the league navigates legislation related to taxation, labor laws, and broadcasting rights, often shaping policies that affect professional sports nationwide. The book provides an eye-opening look at the NFL's strategic engagement with lawmakers and regulators.

5. Concussions and Controversies: Health Politics in the NFL

Focusing on the health and safety debates, this book examines the political battles surrounding concussion protocols, player health rights, and the NFL's accountability. It chronicles the league's evolving stance on brain injuries and the impact of legal challenges from former players. The narrative highlights the intersection of medicine, law, and sports politics.

6. The NFL and Free Speech: Politics on and off the Field

This book analyzes the tensions between free speech, political expression, and league policies within the NFL. It discusses high-profile incidents involving player protests, media coverage, and fan reactions, shedding light on how the league manages political dissent. The work also explores broader questions about the role of sports in political discourse.

7. Money, Media, and Power: The Political Economy of the NFL

"Money, Media, and Power" investigates the economic and political forces that drive the NFL's dominance in American sports. It explores the relationships between television networks, advertisers, team owners, and the league office, revealing how financial interests shape league decisions. The book provides a critical perspective on the commercialization and political bargaining inherent in professional football.

8. Politics in the Playbook: Decision Making in NFL Front Offices

This title offers an insider's view of the political considerations behind player trades, drafts, and team management. It explores how front office executives balance competitive goals with league rules, public relations, and internal power struggles. The book reveals the strategic thinking and political savvy required to build and maintain successful franchises.

9. Stadium Wars: Politics, Public Funding, and the NFL

"Stadium Wars" covers the contentious politics surrounding NFL stadium construction and public financing. It examines case studies where cities and states negotiated with teams for new arenas, often sparking debates over taxpayer funding and economic impact. The book sheds light on the political tactics used by both the league and local governments in

these high-stakes battles.

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politics in the nfl: Sports and Politics Frank Jacob, 2020-08-24 Sport is everything, but never solely sport. The commodification of human pleasure in or about many sports led to an increased political interest and dimension with regard to the major leagues and their stars. Corruption and scandals increased, while the human being in sports was and still is very often exploited or mistreated. These problems often relate to the political dimension as well. Consequently, it seems very promising and necessary alike to take a closer look at the interrelation of sports and politics. The present volume addresses this interrelation from different angles, when talking about issues like racism, gender inequality, or classism.

politics in the nfl: *The Business & Politics of Sports Second Edition* ,

politics in the nfl: Game Changers: How Five Competitors Built the NFL into a Sports Powerhouse Esperanza Wang, Experience the riveting journey of five extraordinary competitors who transformed the NFL into a global sports phenomenon. Game Changers unravels the untold stories of rivalries, innovations, and the unyielding determination that shaped the league's destiny. From the fierce rivalry between the New York Giants and the Washington Redskins, to the Baltimore Colts' groundbreaking move to Indianapolis, each chapter highlights pivotal moments and key figures that reshaped the landscape of professional football. The book delves into the behind-the-scenes negotiations, marketing strategies, and bold decisions that propelled the NFL to unparalleled success. Game Changers illuminates the strategies employed by visionaries like George Preston Marshall, Tex Schramm, and Jim Irsay. Their innovations, from introducing TV blackouts to establishing lucrative television contracts, revolutionized the game's visibility and financial viability. The book also chronicles the impact of player activism and the rise of the NFL Players Association, revealing the ongoing struggles for equality and justice on and off the field. Through meticulous research and exclusive interviews, Game Changers delivers an immersive account of the rivalries, innovations, and controversies that have defined the NFL. It's a must-read for sports enthusiasts, business leaders, and anyone seeking an understanding of how a beloved pastime became a cultural and economic powerhouse.

politics in the nfl: The Palgrave Handbook of Sport, Politics and Harm Stephen Wagg, Allyson M. Pollock, 2022-01-01 This book looks historically at the harm that has been inflicted in the practice of sport and at some of the issues, debates and controversies that have arisen as a result. Written by experts in history, sociology, sport journalism and public health, the book considers sport and injury in relation to matters of social class; gender; ethnicity and race; sexuality; political ideology and national identity; health and wellbeing; childhood; animal rights; and popular culture. These matters are, in turn, variously related to a range of sports, including ancient, pre- and early industrial sports; American football; boxing; wrestling and other combat sports; mountaineering; horseracing; cycling; motor racing; rugby football; cricket; association football; baseball; basketball; Crossfit; ice hockey; Olympic sports; Mixed Martial Arts; and sport in an imagined dystopian future.

politics in the nfl: Power, Politics, and Society Betty Dobratz, Lisa Waldner, Timothy Buzzell, 2019-03-06 Power, Politics and Society: An Introduction to Political Sociology discusses how

sociologists have organized the study of politics into conceptual frameworks, and how each of these frameworks foster a sociological perspective on power and politics in society. This includes discussing how these frameworks can be applied to understanding current issues and other real life aspects of politics. This second edition incorporates new material on cultural divides in American politics, emerging roles for the state, the ongoing effects of the Great Recession and recovery, the 2016 election, social media, and the various policies introduced during the Trump administration and how they affect people's lives.

politics in the nfl: The Cultural Politics of Post-9/11 American Sport Michael Silk, 2013-06-17 Much of the writing on the post-9/11 period in the United States has focused on the role of official Government rhetoric about 9/11. Those who have focused on the news media have suggested that they played a key role in (re)defining the nation, allowing the citizenry to come to terms with 9/11, in providing 'official' understandings and interpretations of the event, and setting the terms for a geo-political-military response (the war on terror). However, strikingly absent from post-9/11 writing has been discussion on the role of sport in this moment. This text provides the first, book-length account, of the ways in which the sport media, in conjunction with a number of interested parties - sporting, state, corporate, philanthropic and military - operated with a seeming collective affinity to conjure up nation, to define nation and its citizenry, and, to demonize others. Through analysis of a variety of cultural products - film, children's baseball, the Super Bowl, the Olympics, reality television - the book reveals how, in the post-9/11 moment, the sporting popular operated as a powerful and highly visible pedagogic weapon in the armory of the Bush Administration, operating to define ways of being American and thus occlude other ways of being.

politics in the nfl: Protest Politics in the Marketplace Caroline Heldman, 2017-10-15 Protest Politics in the Marketplace examines how social media has revolutionized the use and effectiveness of consumer activism. In her groundbreaking book, Caroline Heldman emphasizes that consumer activism is a democratizing force that improves political participation, self-governance, and the accountability of corporations and the government. She also investigates the use of these tactics by conservatives. Heldman analyzes the democratic implications of boycotting, socially responsible investing, social media campaigns, and direct consumer actions, highlighting the ways in which such consumer activism serves as a countervailing force against corporate power in politics. In Protest Politics in the Marketplace, she blends democratic theory with data, historical analysis, and coverage of consumer campaigns for civil rights, environmental conservation, animal rights, gender justice, LGBT rights, and other causes. Using an inter-disciplinary approach applicable to political theorists and sociologists, Americanists, and scholars of business, the environment, and social movements, Heldman considers activism in the marketplace from the Boston Tea Party to the present. In doing so, she provides readers with a clearer understanding of the new, permanent environment of consumer activism in which they operate.

politics in the nfl: The Economics and Politics of Sports Facilities Wilbur C. Rich, 2000-05-30 Rich and his contributing authors provide a political and economic analysis of sports stadium construction in the United States—the impact it has on the sports industry itself and on the host communities in which stadiums and arenas are built. The book brings together the research of leading academic analysts of sports in American society and gives a candid assessment of the claims and benefits the sports industry makes, in its continuing promotion of new stadium construction. Focusing on Baltimore, Cleveland, Chicago, Boston, Detroit, New Orleans, Toledo and Phoenix, the authors examine the topic from the perspectives of history, politics, and economics—and in doing so they raise several questions about taxpayer and community protection issues. Specifically, what do communities really get out of these facilities? They point out that even as new and more expensive facilities are being built, Congress has not provided taxpayers and cities any real protection from the risks involved in stadium investment. Rich and his contributors examine how the pro-stadium coalitions mobilize and explain why stadium supporters manage to win most of their construction initiatives. In doing so, the contributors challenge the conventional wisdom that stadiums stimulate economic development and provide good jobs. On the contrary, they have not lived up to the

promises owners made to their host communities. Neither have they generated high paying jobs nor have they met their operating costs. The book concludes with ways in which sports franchise owners can be held more accountable to their communities. The result is a powerful, well reasoned, skeptical but fair assessment of a growing phenomenon, and an important resource for professionals and academics in all fields of public policy administration and urban development and management.

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politics in the nfl: *Politics - According to the Bible* Wayne A. Grudem, 2010-09-28 Should Christians be involved in political issues? This comprehensive and readable book presents a political philosophy from the perspective that the Gospel pertains to all of life, including politics. *Politics—According to the Bible* is an in-depth analysis of conservative and liberal plans to do good for the nation, evaluated in light of the Bible and common sense. Evangelical Bible professor, and author of the bestselling book *Systematic Theology*, Wayne Grudem unpacks and rejects five common views about Christian influence on politics: compel religion, exclude religion, all government is demonic, do evangelism, not politics, and do politics, not evangelism. Instead, he defends a position of significant Christian influence on government and explains the Bible's teachings about the purpose of civil government and the characteristics of good or bad governments. Grudem provides a thoughtful analysis of over fifty specific and current political issues dealing with: The protection of life. Marriage, the family, and children. Economic issues and taxation. The environment. National defense Relationships to other nations. Freedom of speech and religion. Quotas. And special interests. Throughout this book, he makes frequent application to the current policies of the Democratic and Republican parties in the United States, but the principles discussed here are relevant for any nation.

politics in the nfl: *Congress and the Politics of Sports* Colton Campbell, David Dulio, 2024-01-31 This volume covers an aspect of Congress mostly untouched in literature, examining Congress through the lens of sports. Across a set of broad and probing chapters, this book offers insights into some of the historic and contemporary challenges that sports have presented to

Congress, along with highlighting the ways in which Congress has impacted the sports industry. The authors utilize a wide range of case studies to provide readers with a contemporary view of the interplay between Congress and sports, at both amateur and professional levels. Perspectives are drawn from an interdisciplinary and cross-organizational roster of authors, uniquely positioned to discuss various subjects. With real attention now being given to issues associated with sports, and an increasing number of lawmakers using sports to push policy agendas and create legislative opportunities, this book will be a vital resource for understanding the dynamic relationship between the two entities. Grounded in relevant literature, and written in an accessible and engaging manner, *Congress and the Politics of Sports* will be of great interest to both academic researchers and practitioners involved with US politics, Congress and congressional studies, public policy, sports studies and sport history.

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politics in the nfl: *Canadian Labour in Politics* Gad Horowitz, 1968-12-15 This important new study in Canadian politics discusses the role of socialism in Canada. By means of comparison between the English-Canadian and the American political importance of socialism in Canada than the United States. In this section Louis Hartz's theory of fragment cultures is carried forward and applied to Canada. The remainder of the book is devoted to a detailed historical study of the relationship between the labour movement and the socialist parties in Canada. It starts in the early years of the century and follows the story through to its significant conclusion—the support (and formation) by many Canadian unions of a labour party. The brilliant analysis of Canadian politics in Hartzian terms restores ideology to a place in our political culture, and the meticulous, objective recounting of labour's involved in the formation of the NDP is a timely and valuable contribution to our limited understanding of how Canadian political parties live and move and have their being. The main sources used by the author were correspondence, minutes, and other materials in the files of the NDP and the Canadian Labour Congress, and personal interviews with labour leaders and socialist politicians. (Studies in the Structure of Power: Decision Making in Canada No. 4.)

politics in the nfl: *The Logic of American Politics* Samuel Kernell, Gary C. Jacobson, Thad Kousser, Lynn Vavreck, 2019-02-20 Recipient of a 2021 McGuffey Longevity Award from the Textbook & Academic Authors Association (TAA) Why does the American political system work the way it does? Find the answers in *The Logic of American Politics*. This best-selling text arms students with a toolkit of institutional design concepts—command, veto, agenda control, voting rules, and delegation—that help them recognize how the American political system was designed and why it works the way it does. The authors build students' critical thinking through a simple yet powerful idea: politics is about solving collective action problems. Thoroughly updated to account for the most recent events and data, the Ninth Edition explores the increase in political polarization, the growing

emotional involvement people have to politics, Americans' reactions to changing demographics, the partisan politics of judicial selection, and the changing nature of presidential leadership. Revised to include the 2018 election results and analysis, this edition provides students with the tools they need to make sense of today's government. A Complete Teaching and Learning Package SAGE Premium Video Included in the interactive eBook! SAGE Premium Video boosts comprehension and bolsters analysis—featuring animations of basic American government concepts and recent news clips connected to key topics in the book. Preview a video about voter turnout. Interactive eBook Includes access to SAGE Premium Video, multimedia tools, and much more! Save when you bundle the interactive eBook with the new edition. Order using bundle ISBN 978-1-5443-6664-7. Learn more. SAGE coursepacks FREE! Easily import our quality instructor and student resources content into your school's learning management system (LMS) and save time. Learn more. SAGE edge FREE online resources for students to make learning easier. See how your students benefit. SAGE course outcomes: Measure Results, Track Success Outlined in your text and mapped to chapter learning objectives, SAGE course outcomes are crafted with specific course outcomes in mind and are vetted by advisors in the field. See how SAGE course outcomes tie in with this book's chapter-level objectives at edge.sagepub.com/kernell9e. CQ Press Lecture Spark Designed to save you time and ignite student engagement, these free weekly lecture launchers focus on current event topics tied to key concepts in American government. Access this week's topic.

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politics in the nfl: *Pro Football and the Proliferation of Protest* Stephen D. Perry, 2019-03-20 *Pro Football and the Proliferation of Protest: Anthem Kneeling and Standing in a Divided America* examines the take-a-knee NFL protests, a trend that has led to deep political divisiveness in America. The author explores this phenomenon by incorporating analysis of media coverage, impact on attitudes and behaviors, and racial, religious, gendered, and political perspectives. The analysis allows readers to recognize both positive and negative prejudice and to proscribe possible solutions for political divisiveness. Protesting, anthems, ceremonies, and media coverage all demonstrate that this issue is a communication issue. This book examines the voices on both sides of the kneeling controversy in order to uncover the points at which one side is communicating and the other side refuses to listen. The studies in this volume look at the protest through four lenses: historically, through media coverage, through impact on public behaviors and attitudes, and from racial, religious, gendered, and political identification perspectives. The contributors worked in conjunction with one another, incorporating different viewpoints into each chapter as they were completed. All studies were conducted under the guidance of the book's editor to separate the work effectively and to end in a set of voices that complement each other and allow for overall conclusions and recommendations. This book is useful for a wide range of scholars including race, religion, political studies, gender studies, and communication studies.

politics in the nfl: *Race and Politics* Leland T. Saito, 1998-07 California's San Gabriel Valley has been called an incubator for ethnic politics. Located a mere fifteen minutes from Los Angeles, the valley is a brave new world of multiethnic complexity.

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exploring the decisions Democratic and Republican leaders made regarding the use of technology, inclusion of participants, and construction of messaging during a campaign season altered by the Covid-19 pandemic. Each party had the opportunity to adapt to the constraints of the moment, rethink established practices, and present a vision of the nation that would attract and motivate voters. Vigil delineates the similarities and differences between the Democratic and Republican conventions and demonstrates how the events presaged many aspects of the general election and transition of power that followed.

politics in the nfl: Horrible White People Taylor Nygaard, Jorie Lagerwey, 2020-11-24

Examines the bleak television comedies that illustrate the obsession of the white left with its own anxiety and suffering At the same time that right-wing political figures like Donald Trump were elected and reactionary socio-economic policies like Brexit were voted into law, representations of bleakly comic white fragility spread across television screens. American and British programming that featured the abjection of young, middle-class, liberal white people—such as *Broad City*, *Casual*, *You're the Worst*, *Catastrophe*, *Fleabag*, and *Transparent*—proliferated to wide popular acclaim in the 2010s. Taylor Nygaard and Jorie Lagerwey track how these shows of the white left, obsessed with its own anxiety and suffering, are complicit in the rise and maintenance of the far right—particularly in the mobilization, representation, and sustenance of structural white supremacy on television. Nygaard and Lagerwey examine a cycle of dark television comedies, the focus of which are “horrible white people,” by putting them in conversation with similar upmarket comedies from creators and casts of color like *Insecure*, *Atlanta*, *Dear White People*, and *Master of None*. Through their analysis, they demonstrate the ways these non-white-centric shows negotiate prestige TV's dominant aesthetics of whiteness and push back against the centering of white suffering in a time of cultural crisis. Through the lens of media analysis and feminist cultural studies, Nygaard and Lagerwey's book opens up new ways of looking at contemporary television consumption—and the political, cultural, and social repercussions of these “horrible white people” shows, both on- and off-screen.

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