

dallas cowboys cheerleader uniform history

Dallas Cowboys Cheerleader Uniform History: A Journey Through Iconic Style and Tradition

dallas cowboys cheerleader uniform history is a fascinating tale that intertwines fashion, sports culture, and American pop iconography. For decades, the Dallas Cowboys Cheerleaders have been more than just sideline entertainers—they've become a symbol of glamour, athleticism, and timeless style. Their uniform, instantly recognizable across the world, has evolved subtly through the years, reflecting changes in fashion trends, societal attitudes, and the team's own branding. Let's dive into the captivating story behind one of the most iconic cheerleading uniforms in professional sports.

The Origins of the Dallas Cowboys Cheerleader Uniform

The Dallas Cowboys Cheerleaders were officially formed in 1972, but before their famous look was born, the team's cheerleaders wore much more conservative and traditional outfits. Initially, the cheerleaders donned simple, modest dresses with long sleeves and skirts that resembled typical cheer outfits of the 1960s. These uniforms reflected the era's conventional standards and were far from the glamorous image the squad is known for today.

Early Designs and Influences

In the early 1970s, the cheerleading uniform was a simple blue and white ensemble, aligning with the Dallas Cowboys' team colors. The design was functional but lacked the distinctive flair that would later define the squad. The shift toward a more eye-catching look came as the team sought to elevate the cheerleaders' presence both on and off the field.

The Iconic Blue and White: Birth of a Legendary Look

The transformation of the Dallas Cowboys Cheerleader uniform began under the guidance of choreographer and director Texie Waterman. She envisioned a design that combined sex appeal with athleticism, promoting a confident and empowered image. The result was the now-iconic blue and white crop top with long sleeves, paired with a white fringe belt, short blue shorts, and white cowboy boots.

This design was revolutionary. It was one of the first times a professional cheerleading squad adopted a uniform that was both glamorous and functional, allowing for dynamic routines while showcasing the cheerleaders' athletic prowess.

Key Elements of the Classic Uniform

Several distinctive features made the Dallas Cowboys Cheerleader uniform stand out:

- **Blue and White Color Scheme:** Representing the team's colors, the vibrant blue paired with crisp white created a visually striking look.
- **Fringe and Stars:** The white belt with fringe and the star-shaped accents on the top added a Western flair, paying homage to Texas heritage.
- **Cowboy Boots:** The white boots with tassels became a signature element, blending style and regional identity.
- **Cropped Tops and Shorts:** These allowed for ease of movement and highlighted the cheerleaders' athletic figures, a bold move for the time.

Evolution Through the Decades

Though the overall look has remained consistent, the Dallas Cowboys Cheerleader uniform has undergone subtle modifications to keep pace with changing fashion and cultural norms.

1970s and 1980s: Establishing the Brand

During the 1970s and 1980s, the uniform maintained its core elements but incorporated minor tweaks to fabric and fit. The materials shifted towards more breathable and stretchable fabrics, enhancing comfort for performances in various weather conditions.

1990s: Modernizing the Look

In the 1990s, the uniform saw adjustments that emphasized a sleeker silhouette. The shorts became slightly higher-waisted, and the fringe belt was refined for a more polished appearance. This decade also marked the rise of the cheerleaders as celebrities, with the uniform becoming a key part of their brand identity in media appearances and promotional events.

2000s to Present: Balancing Tradition and Innovation

Entering the new millennium, the Dallas Cowboys Cheerleader uniform retained its classic charm while embracing modern textile technology. Designers incorporated performance fabrics that wick moisture and allow greater flexibility. Occasionally, the squad has introduced limited-edition variations for special occasions—such as throwback games or holiday events—paying homage to earlier uniform styles.

Despite these innovations, the fundamental design remains a beloved constant, serving as a symbol of continuity and tradition within the NFL.

The Cultural Impact of the Uniform

The Dallas Cowboys Cheerleaders' uniform extends beyond the football field; it has become a cultural icon recognized worldwide. This status is due in part to the cheerleaders' frequent appearances in television shows, movies, and commercials, often showcasing their signature look.

Influence on Cheerleading and Fashion

The uniform's blend of athleticism and glamour set a new standard in professional cheerleading, influencing other NFL squads and cheer teams across the country. It challenged the old notions of what cheerleading attire could be, blending performance needs with style and branding.

Pop Culture and Media Presence

The Dallas Cowboys Cheerleaders have been featured in numerous TV specials, documentaries, and reality shows—most notably the long-running "Dallas Cowboys Cheerleaders: Making the Team." These appearances have cemented the uniform as a symbol of aspiration and excellence in dance and sports entertainment.

What Makes the Dallas Cowboys Cheerleader Uniform Timeless?

Understanding why the uniform has endured with such popularity requires looking at several key factors:

- **Strong Brand Identity:** The uniform perfectly encapsulates the Dallas Cowboys' brand—bold, iconic,

and rooted in Texan culture.

- **Balance of Function and Fashion:** It allows cheerleaders to perform athletic routines while looking polished and stylish.
- **Consistency with Evolution:** Subtle updates keep it fresh without losing the classic appeal.
- **Representation of Empowerment:** The uniform projects confidence and professionalism, countering stereotypes about cheerleading.

Behind the Scenes: Crafting the Uniform

Creating and maintaining the Dallas Cowboys Cheerleader uniform involves meticulous attention to detail. Designers work closely with the cheerleaders to ensure the fit is perfect and the materials support rigorous movement. The costume department often hand-sews embellishments like stars and fringe to maintain quality and authenticity.

Moreover, the uniform's upkeep requires regular maintenance, especially given the number of live performances and appearances the cheerleaders make throughout the football season and beyond.

Looking Ahead: The Future of the Dallas Cowboys Cheerleader Uniform

As fashion and sports continue to evolve, the Dallas Cowboys Cheerleader uniform will likely adapt in ways that honor tradition while embracing innovation. Sustainability in materials, enhanced comfort technology, and even more inclusive designs could shape the next chapters in its history.

However, fans and team members alike appreciate that any changes will respect the iconic elements that have made the uniform a lasting symbol of the Dallas Cowboys spirit.

The history of the Dallas Cowboys Cheerleader uniform is a rich tapestry of style, culture, and performance. Its enduring appeal lies in its unique ability to blend tradition with modernity, making it a true icon in the world of sports and beyond.

Frequently Asked Questions

When was the Dallas Cowboys Cheerleaders uniform first introduced?

The iconic Dallas Cowboys Cheerleaders uniform was first introduced in the early 1970s, evolving from more conservative outfits to the now-famous blue and white ensemble with a midriff-bearing top and fringed shorts.

Who designed the Dallas Cowboys Cheerleaders' famous uniform?

The famous Dallas Cowboys Cheerleaders uniform was designed by designer Bobbie Brown in 1972, who also became one of the first cheerleaders to wear the outfit.

How has the Dallas Cowboys Cheerleaders uniform evolved over the years?

The uniform has evolved from modest skirts and sweaters in the 1960s to the more revealing and stylized crop tops and shorts seen today, incorporating elements like fringe, stars, and the team's colors while maintaining a consistent aesthetic.

What makes the Dallas Cowboys Cheerleaders uniform unique compared to other NFL teams?

The Dallas Cowboys Cheerleaders uniform is unique because of its distinctive blue and white color scheme, star motifs, midriff-baring design, and the iconic fringed white shorts, which have become a symbol of the squad's brand and identity.

Have there been any significant controversies related to the Dallas Cowboys Cheerleaders uniform?

Yes, the uniform has occasionally sparked controversy due to its revealing nature, with debates about appropriateness and professionalism, but it has largely been embraced as an iconic and empowering symbol of the squad.

Are there any special versions of the Dallas Cowboys Cheerleaders uniform for events or occasions?

Yes, the Dallas Cowboys Cheerleaders sometimes wear special edition uniforms for events like military appreciation games, holidays, or themed performances, often incorporating unique patches, colors, or designs while keeping their classic style.

How does the Dallas Cowboys Cheerleaders uniform reflect the team's brand and culture?

The uniform reflects the Dallas Cowboys' brand by embodying a blend of tradition, glamour, and athleticism, reinforcing the team's image as 'America's Team' with a bold, stylish, and instantly recognizable look.

What materials are typically used in the Dallas Cowboys Cheerleaders uniform?

The uniform is typically made from durable, stretchy fabrics like spandex and polyester blends that allow for flexibility and comfort during performances, with added embellishments such as rhinestones and fringe for visual impact.

Additional Resources

Dallas Cowboys Cheerleader Uniform History: A Deep Dive into an Iconic American Symbol

dallas cowboys cheerleader uniform history traces a fascinating journey that mirrors evolving fashion trends, cultural shifts, and the branding genius behind one of the most recognizable cheerleading squads in the world. Since their inception in the 1960s, the Dallas Cowboys Cheerleaders (DCC) have not only entertained millions but have also set a standard for cheerleading aesthetics, athleticism, and style. Their uniform, a signature element of their identity, has undergone various transformations that reflect broader societal changes and marketing strategies, making it a subject worthy of detailed exploration.

The Origins of the Dallas Cowboys Cheerleader Uniform

The Dallas Cowboys Cheerleaders began as a small group of high school students in 1960, initially wearing modest and simple uniforms that matched the era's conservative cheerleading attire. Early outfits consisted of long-sleeve sweaters and skirts, which prioritized modesty and functionality over flair or sex appeal. The uniform, at this stage, was primarily white and blue, aligning with the Dallas Cowboys' team colors but lacking the distinctive personality that would later become iconic.

During the mid-1960s, the squad underwent a significant transformation under the guidance of Texie Waterman, who introduced choreography and style that brought a fresh energy to the group. However, the uniform remained relatively conservative compared to what it would become in the following decade.

The 1970s Revolution: Defining the Iconic Look

Transformation under Suzanne Mitchell

The most significant change in the Dallas Cowboys cheerleader uniform history occurred in the early 1970s when Suzanne Mitchell took over as director. Mitchell envisioned a more glamorous, sophisticated, and athletic squad that would draw broader attention and elevate the cheerleaders from sidelines entertainers to cultural icons.

This vision culminated in the introduction of the now-famous blue and white uniform featuring a cropped blue vest adorned with white fringe, a white halter top, blue shorts with a distinctive white belt, and white cowboy boots. The inclusion of the iconic star-shaped tie and the use of sequins added sparkle and flair to the ensemble.

This uniform was revolutionary because it blended traditional Western motifs—such as fringe and cowboy boots—with modern cheerleading aesthetics that emphasized athleticism and sex appeal. It was also one of the first cheerleading uniforms to highlight midriffs and legs, which was a bold departure from the more covered styles of previous decades.

Impact on Cheerleading and Popular Culture

The 1970s uniform design quickly became a cultural phenomenon, appearing in television specials, movies, and advertisements. The cheerleaders' image helped redefine the role of NFL cheerleaders nationwide, influencing other teams to adopt more glamorous and athletic outfits.

The Dallas Cowboys Cheerleaders became synonymous with precision dance routines, showmanship, and a distinctive uniform style that balanced traditional American Western fashion with modern trends. This period firmly established the cheerleaders as a brand in their own right, with their uniform serving as a visual shorthand for glamour and professional cheerleading excellence.

Evolution and Modern Adaptations

Maintaining Tradition While Embracing Innovation

While the core elements of the 1970s uniform have remained intact, the Dallas Cowboys Cheerleaders

uniform history since then has been marked by subtle yet meaningful adaptations. These changes ensure the uniform meets contemporary standards for comfort, performance, and aesthetics while preserving the iconic look that fans recognize.

Advances in fabric technology have allowed for more breathable, flexible, and durable materials. The original heavy sequins and synthetic fabrics have been replaced or supplemented by modern blends that enhance movement and reduce overheating during performances in various weather conditions.

Design adjustments have also been made to improve fit and functionality. For example, the shorts have evolved to include stretch fabrics and better construction to support the demanding athletic routines the cheerleaders perform. The star motifs and fringes remain staples but are now crafted with attention to detail that complements the squad's polished image.

Special Editions and Variations

Beyond the standard game-day uniform, the Dallas Cowboys Cheerleaders have introduced various special edition outfits for themed events, holiday performances, and promotional appearances. These variations often incorporate seasonal colors or motifs but retain the essential elements—blue, white, fringe, stars, and boots—ensuring brand consistency.

For instance, holiday-themed uniforms might include red accents or festive accessories, while summer or charity events could feature lighter fabrics or alternative styling. These adaptations demonstrate the squad's ability to innovate within the framework of their historic uniform, keeping the brand fresh and relevant.

Comparative Analysis: Dallas Cowboys Cheerleader Uniform vs. Other NFL Cheerleading Outfits

The Dallas Cowboys Cheerleaders' uniform stands out in the NFL landscape due to its unique blend of Western heritage and glamorized athleticism. In contrast, many other NFL teams opt for uniforms that emphasize team colors with simpler designs or more traditional cheerleading styles.

- **New England Patriots Cheerleaders:** Their uniforms are typically more conservative, featuring long sleeves and skirts without midriff exposure, reflecting a different regional and brand identity.
- **Miami Dolphins Cheerleaders:** Incorporate vibrant colors and tropical motifs but maintain a more athletic, sporty look rather than the Western-inspired glamour of the Cowboys.
- **Los Angeles Rams Cheerleaders:** Their outfits align more with modern dancewear and incorporate

contemporary fashion trends but lack the historical Western elements.

This comparison underscores how the Dallas Cowboys Cheerleaders have carved a niche with their uniform, combining tradition with showmanship to create an instantly recognizable image. The uniform is not merely apparel but a symbol of the squad's legacy and the Dallas Cowboys brand.

Controversies and Cultural Conversations

The Dallas Cowboys Cheerleader uniform has, at times, been a focal point for debates about gender, objectification, and professionalism in sports entertainment. Some critics argue that the revealing nature of the uniform perpetuates stereotypes and distracts from the athleticism and skill of the cheerleaders.

Conversely, supporters contend that the uniform is empowering, representing confidence, athletic excellence, and a proud tradition. The cheerleaders themselves have emphasized that their rigorous training, discipline, and performance skills are the core of their identity, with the uniform serving as a symbol of their role and dedication.

This ongoing dialogue reflects broader societal discussions about sports, gender roles, and media representation, with the Dallas Cowboys Cheerleader uniform history serving as a case study in navigating these complex issues.

Legacy and Influence on Fashion and Branding

The Dallas Cowboys Cheerleaders uniform has transcended its original purpose, influencing fashion, branding, and popular culture. It has inspired designers, costume artists, and entertainers worldwide. The uniform's elements—fringes, star motifs, and cowboy boots—have been adopted in various contexts, from Halloween costumes to music videos.

Moreover, the uniform has become a powerful branding tool for the Dallas Cowboys organization, symbolizing the team's image of American pride, entertainment value, and competitive spirit. Merchandise based on the cheerleaders' look, including apparel and memorabilia, continues to generate significant revenue and fan engagement.

The uniform's combination of classic and contemporary elements ensures its continued relevance and appeal, cementing its status as one of the most iconic in sports history.

Tracing the dallas cowboys cheerleader uniform history reveals more than just changes in fabric and design; it encapsulates shifts in cultural attitudes, marketing strategies, and the evolution of cheerleading as a professional discipline. From modest beginnings to a globally recognized symbol of American sports entertainment, the uniform remains a testament to innovation, tradition, and the power of visual identity in sports culture.

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dallas cowboys cheerleader uniform history: *100 Things Cowboys Fans Should Know & Do Before They Die* Ed Housewright, 2008-09-01 With traditions, records, and Cowboys lore, this lively, detailed book explores the personalities, events, and facts every Dallas fan should know. It contains crucial information such as important dates, player nicknames, memorable moments, and outstanding achievements by singular players. This guide to all things Cowboys covers the 1972 comeback against the San Francisco 49ers, the history of the team's rivalry with the Redskins, and the Ice and Blooper Bowls.

dallas cowboys cheerleader uniform history: *The Year's Best Sports Writing 2023* Richard Deitsch, 2023-10-03 A must-read collection featuring the best in sports journalism Richard Deitsch, a media reporter at The Athletic and a former Sports Illustrated writer, has curated an essential anthology showcasing incredible feats and diverse perspectives across the world of sports. Selected from a wide range of newspapers, magazines, and digital publications during the previous year, these stories capture enduring moments while celebrating the craft of writing at its most sublime. This extraordinary collection reveals the fascinating stories behind the sports we love, the competitors who push their boundaries, and the cultures they are ultimately embedded in.

dallas cowboys cheerleader uniform history: *Routledge Handbook of Sport, Gender and Sexuality* Jennifer Hargreaves, Eric Anderson, 2014-03-05 The Routledge Handbook of Sport, Gender and Sexuality brings together important new work from 68 leading international scholars that, collectively, demonstrates the intrinsic interconnectedness of sport, gender and sexuality. It introduces what is, in essence, a sophisticated sub-area of sport sociology, covering the field comprehensively, as well as signalling ideas for future research and analysis. Wide-ranging across different historical periods, different sports, and different local and global contexts, the book incorporates personal, ideological and political narratives; varied conceptual, methodological and theoretical approaches; and examples of complexities and nuanced ways of understanding the gendered and sexualized dynamics of sport. It examines structural and cultural forms of gender segregation, homophobia, heteronormativity and transphobia, as well as the ideological struggles and changes that have led to nuanced ways of thinking about the sport, gender and sexuality nexus. This is a landmark work of reference that will be a key resource for students and researchers working in sport studies, gender studies, sexuality studies or sociology.

dallas cowboys cheerleader uniform history: Sharing the Spirit Sue Ann Kawecki, 2001
Sharing the Spirit -- for and by cheerleaders, dancers, and coaches is the first compilation ever of stories and poems for the spirit athlete. The book is comprised of 276 pages chockfull of motivation and inspiration. All 133 stories and poems have been written by either former or current cheerleaders, dancers, and coaches. The book is broken down into ten chapters for easy reading. The chapters are as follows: Team Believe Spirit Coach Hit It! (for cheerleaders) Just DanceÉ Teammates Success Let's Hear It for The Boy! (exclusively for male cheerleaders and dancers) Making It Big (written by professional sports teams cheerleaders) If you have aspirations of becoming a cheerleader, dancer, or a coach - you'll find just more reasons to go for it after reading this book! You'll find words of advice from those who have been there and done that and who share your very passion. Many of the bigwigs of the spirit industry have contributed their stories and poems to STS and all the companies of the industry are accounted for! Or if you simply miss those golden days of yore, join us in an adventure into nostalgia!

dallas cowboys cheerleader uniform history: **The Dallas Cowboys** Joe Nick Patoski, 2012-10-09 The definitive, must-have account of the all-time players, coaches, locker rooms and boardrooms that made the Dallas Cowboys America's Team. Since 1960, the Cowboys have never been just about football. From their ego-driven owner and high-profile players to their state-of-the-art stadium and iconic cheerleaders, the Cowboys have become a staple of both football and American culture since the beginning. For over 50 years, wherever the Cowboys play, there are people in the stands in all their glory: thousands of jerseys, hats, and pennants, all declaring the love and loyalty to one of the most influential teams in NFL history. Now, with thrilling insider looks and sweeping reveals of the ever-lasting time, place, and culture of the team, Joe Nick Patoski takes readers - both fans and rivals alike - deep into the captivating world of the Cowboys.

dallas cowboys cheerleader uniform history: *Popeye* Fred M. Grandinetti, 2004-08-12 It's a rare comic character who can make audiences laugh for well over half a century--but then again, it's a pretty rare cartoon hero who can boast of forearms thicker than his waist, who can down a can of spinach in a single gulp, or who generally faces the world with one eye squinted completely shut. When E.C. Segar's gruff but lovable sailor man first tooted his pipe to the public on January 7, 1929, it was not in the animated cartoon format for which he is best known today (and which would become the longest running series in film history). Instead it was on the comics page of the New York Journal, as Segar's Thimble Theatre strip. Over the decades to come, Popeye was to appear on radio, television, stage, and even in a live-action feature film. This comprehensive and lavishly illustrated history is a thoroughly updated and revised edition of the highly acclaimed 1994 work. Animated series and films are examined, noting the different directions each studio took and the changing character designs of the Popeye family. Popeye in other media--comics, books, radio, and a stage play--is thoroughly covered, as are Robert Altman's 1980 live-action film, and Popeye memorabilia.

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dallas cowboys cheerleader uniform history: *The American Lawyer Guide to Leading Law Firms* , 1983

dallas cowboys cheerleader uniform history: **Killer Cocktails** Holly Frey, Maria Trimarchi, 2024-10-15 From the hosts of the criminally popular podcast Criminalia, Holly Frey and Maria Trimarchi, a dangerously delicious cocktail and mocktail book inspired by history's most notorious (and notoriously overlooked) criminals Every month, over 200,000 listeners download Criminalia to hear stories of history's wildest and most devious criminals they never knew existed. But this isn't just any true-crime podcast—more than an engaging history lesson, Criminalia also offers a cocktail recipe to go with each criminal. After all, what pairs better with the story of an identity-shifting murderess who burned her house down to cover up a crime... than a fiery jalapeño cocktail? In KILLER COCKTAILS, Criminalia cohosts Holly Frey and Maria Trimarchi offer readers a cornucopia of creative and out-of-the-box cocktail and mocktail recipes, inspired by some of the wildest,

weirdest, and most bizarre crimes throughout history. Written with their signature wit and humor, KILLER COCKTAILS gives us dozens of recipes, many of which fans have never seen before, expertly paired with its historical dastardly villain. From brutish bodysnatchers and comely conwomen, to poisonous chemists, nefarious mystics, and even a pirate queen, this book is perfect for anyone who loves a juicy, bloody story and a creative concoction. History and true crime lovers, cocktail and mocktail enthusiasts, and anyone looking for the perfect gift for their off-beat friend will find much to savor in this wickedly fun book. Brimming with stranger-than-fiction stories and recipes that are equally thought-provoking and tasty, KILLER COCKTAILS is a double-shot of morbid fun—and will satisfy all your darkest cravings for years to come.

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Report of cases relating to patents, trade marks, copyrights decided by Supreme Court of the United States, United States Circuit courts of appeals, District courts of the United States, United States Court of Customs and Patent Appeals, Court of Claims of the United States, United States Court of Appeals for the District of Columbia, Commissioner of Patents and Patent Office Board of Appeals.

dallas cowboys cheerleader uniform history: *The Alcalde* , 2001-09 As the magazine of the Texas Exes, The Alcalde has united alumni and friends of The University of Texas at Austin for nearly 100 years. The Alcalde serves as an intellectual crossroads where UT's luminaries - artists, engineers, executives, musicians, attorneys, journalists, lawmakers, and professors among them - meet bimonthly to exchange ideas. Its pages also offer a place for Texas Exes to swap stories and share memories of Austin and their alma mater. The magazine's unique name is Spanish for mayor or chief magistrate; the nickname of the governor who signed UT into existence was The Old Alcalde.

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dallas cowboys cheerleader uniform history: *Cheerleading* Gabrielle Vanderhoof, 2014-11-17 Cheerleading is a sport that brings to mind young girls and women wearing shiny outfits, waving pom-poms, performing intricate dance routines, and leading the crowds in cheers. However, this was not always the case. The first cheerleader was actually a man, and it was 20 years before women got involved in the sport. The late twentieth century saw cheerleading continue to evolve, and schools and colleges throughout the United States adopted standard rules and regulations. Today, cheerleading is a sport with participants worldwide, and cheerleading squads can be found at more than just football games. Basketball, swimming, and even wrestling teams now have their own squads cheering them on. This book will provide readers with a brief history of the sport, and will explain:

- Common cheerleading injuries and typical treatment methods.
- Warm-up exercises designed to prepare the body for cheerleading.
- The importance of being mentally prepared.
- The basics in cheerleading equipment.
- The importance of good nutrition.
- The dangers of performance-enhancing drugs.

dallas cowboys cheerleader uniform history: *Go! Fight! Win!* Mary Ellen Hanson, 1995
Cheerleading, an American invention with roots in the institutions of sport and education, has become a staple in American culture, and the cheerleader is a nationally recognized symbol, invested with both positive and negative cultural values. The cheerleader is an icon, an instantly recognized symbol of youthful prestige, attractiveness, leadership, and popularity. Equally recognized is the cheerleader as symbol of mindless enthusiasm, shallow boosterism, and objectified sexuality. How the cheerleader came to represent both is explored in this extensively documented book spanning the history of cheerleading. Issues include the social context of the institutionalization and adult control of cheerleading; the changing patterns of social class, age, race, and gender of participants; the development of cheerleading in professional sports in the early 1960s and its relation to mass media entertainment and advertising; the evolution of its style and content; and the meanings, values, and symbolism associated with cheerleading in American culture.

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