

CONTENTS

Acknowledgments • ix

NICHOLAS SAMMOND Introduction:
A Brief and Unnecessary Defense of
Professional Wrestling • 1

ROLAND BARTHES The World of
Wrestling • 23

HENRY JENKINS III “Never Trust a
Snake”: wwf Wrestling as Masculine
Melodrama • 33

SHARON MAZER “Real Wrestling” /
“Real” Life • 67

CARLOS MONSIVÁIS The Hour of
the Mask as Protagonist: El Santo
versus the Skeptics on the Subject of
Myth • 88

HEATHER LEVI The Mask of the
Luchador: Wrestling, Politics, and
Identity in Mexico • 96

NICHOLAS SAMMOND Squaring the
Family Circle: wwf *Smackdown* As-
saults the Social Body • 132

**CATHERINE SALMON AND SUSAN
CLERC** “Ladies Love Wrestling, Too”:
Female Wrestling Fans Online • 167

LAURENCE DE GARIS The “Logic” of
Professional Wrestling • 192

LUCIA RAHILLY Is *RAW* War? Profes-
sional Wrestling as Popular s/m Nar-
rative • 213

PHILLIP SERRATO Not Quite Heroes:
Race, Masculinity, and Latino Profes-
sional Wrestlers • 232

**DOUGLAS BATTEMA AND PHILIP
SEWELL** Trading in Masculinity:
Muscles, Money, and Market Dis-
course in the wwf • 260

HENRY JENKINS III Afterword, Part
I: Wrestling with Theory, Grappling
with Politics • 295

HENRY JENKINS IV Afterword, Part
II: Growing up and Growing More
Risqué • 317

Glossary • 343

Contributors • 345

Index • 347