THE MEANING OF RUNNING IN AMERICAN SOCIETY

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Abstract
Most media resources, medical associations, articles of popular culture, and sports-related companies promote running as an activity that builds self-esteem and supports general physical and mental health. This paper delves into the connection between running and the characteristics of our society. The analysis examines the meaning of running, as a symbol of our society that perpetuates ideals of corporatization, consumerism, capitalism, and gender stereotypes. Additionally, this paper examines the ways running is perceived and participated in; and how they have changed overtime, alongside political, economic, and historical events.

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