



# LOOKING FOR A MODERN HERCULES: THE STRONGMAN FIGURE IN AMERICAN AND GLOBAL CULTURE PROF. SIMON J. BRONNER



**CRT-4.36, RUN RUN SHAW TOWER, CENTENNIAL CAMPUS, HKU  
30 OCT, 2013 (WED) | 4:30 - 6:00PM**

The strongman has been a popular culture icon in America since the late nineteenth century when circus and theater performances of feats of strength captured the public imagination. Twenty-first century contests have globalized with Asian participants, poised against American standards of strength. In 2013, for example, the World's Strongest Man contest was held for the first time in Sanya, China. In this presentation, I analyze the meanings of these contests as symbolic texts in relation to what is perceived in a new crisis of masculinity as a feminized, enervating world.

Prof. Bronner is the founding director of Penn State Harrisburg's American Studies Doctoral Program and distinguished professor of American studies and folklore. He became editor of the *Encyclopedia of American Studies* in 2011 and has edited the journals *Material Culture* and *Folklore Historian*. He is an award winning teacher and researcher and the author of many books, including *Campus Traditions: Folklore from the Old-Time College to the Modern Mega-University* (2012), *Explaining Traditions: Folk Behavior in Modern Culture* (2011), and *Killing Tradition: Inside Hunting and Animal Rights Controversies* (2008).

All are welcome. No registration is required. For enquiries, please contact Dr John Wong at [jd Wong@hku.hk](mailto:jd Wong@hku.hk).