



Youth Media (Routledge Introductions to Media and Communications)

Bill Osgerby

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Part of the successful *Routledge Introductions to Media and Communications* series which provides concise introductions to key areas in contemporary communications, Bill Osgerby's innovative *Youth Media* traces the development of contemporary youth culture and its relationship with the media.

From the days of diners, drive-ins and jukeboxes, to today's world of iPods and the Internet, *Youth Media* examines youth media in its economic, cultural and political contexts and explores:

- youth culture and the media
- the 'Fab Phenomenon': markets, money and media
- generation and degeneration in the media: representations, responses and 'effects'
- media, subculture and lifestyle
- global media, youth culture and identity
- youth and new media.

Analyzing the nature of different forms of communication as well as reviewing their production and consumption, this is an essential introduction to this key area in communication and cultural studies.



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