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Bill Osgerby's innovative introduction 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, examining youth media in its economic, cultural and political contexts. Youth Media 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