

Technology Business and Teen Culture in Cold War America



Beatlemania: Technology, Business, and Teen Culture in Cold War America (Johns Hopkins Introductory Studies in the History of Technology) by Marilynn Hughes

★★★★☆ 4.4 out of 5

Language : English
File size : 1179 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 234 pages
Lending : Enabled



In the years following World War II, a new generation of Americans came of age. These teenagers were the first to grow up in a world shaped by the Cold War, and they were also the first to experience the transformative power of technology.

Technology Business and Teen Culture in Cold War America explores the rise of the teenager as a distinct consumer group and the impact of technology on their lives. The book examines the ways in which businesses marketed to teenagers, the products and services that were developed specifically for them, and the ways in which teenagers used technology to shape their own culture.

The Rise of the Teenager

The teenager as a distinct consumer group emerged in the 1950s. This was due in part to the postwar economic boom, which gave rise to a new middle class with more disposable income. It was also due to the baby boom, which led to a large increase in the number of teenagers in the population.

Businesses were quick to recognize the potential of the teenage market. They began to develop products and services specifically for teenagers, such as clothing, music, and magazines. They also began to target their advertising campaigns to teenagers, using images and language that appealed to their interests.

The Impact of Technology

Technology played a major role in the development of teen culture in Cold War America. The transistor radio, for example, allowed teenagers to listen to music wherever they went. The television, meanwhile, brought popular culture into their homes. And the telephone allowed them to stay connected with their friends.

Teenagers also used technology to create their own culture. They formed their own bands, wrote their own songs, and made their own movies. They also developed their own slang and fashion sense.

The Legacy of Teen Culture

The teen culture that emerged in Cold War America has had a lasting impact on American society. The products and services that were developed for teenagers have become staples of American culture, and the

ways in which teenagers use technology have shaped the way that we all use it.

The rise of the teenager as a distinct consumer group also had a significant impact on the American economy. Teenagers are now one of the most important consumer groups in the United States, and their spending habits have a major impact on the economy.

Technology Business and Teen Culture in Cold War America is a fascinating look at the rise of the teenager as a distinct consumer group and the impact of technology on their lives. The book provides a rich and detailed account of the ways in which businesses, technology, and teenagers themselves shaped the development of American culture in the postwar era.

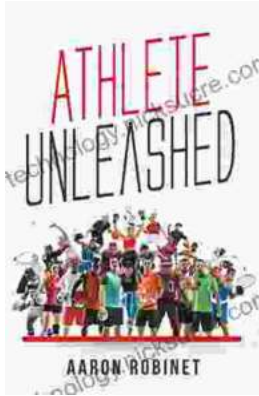


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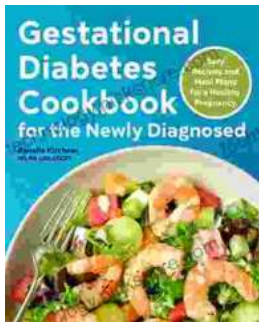
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