

Contents

Acknowledgments ix

Preface xi

Chapter One

'Money and TV destroyed this thing!': Mediated Youth, Popular Music
and the Brandscape 1

Chapter Two

Music...as It Should Be: The Work of Meaning Making 20

Chapter Three

'I Pushed My Way to the Front with Every Band I Saw': Mediating
Live Music 43

Chapter Four

'We Are Not Here to Endorse Products; We Are Just Here to Play
Music': Musicians in the Brandscape 63

Chapter Five

'Enjoy Responsibly!': Young People as Brand Co-creators 91

Chapter Six

'I'm Here to Party...': The Social Narratives of Brands 110

Chapter Seven

Brand Builders 128

Chapter Eight

The Future of Mediated Youth	152
------------------------------------	-----

<i>Notes</i>	177
--------------------	-----

<i>Bibliography</i>	187
---------------------------	-----

<i>Index</i>	197
--------------------	-----