

Contents

Illustrations	XIII
I Introduction	1
II The Emergence of Mod Culture	7
III Approach.....	13
1 Theoretical Approach	13
1.1 Alternatives to Subculture: A New Feather on the Same Old Hat?.....	13
2 Methodological Approach.....	16
2.1 Online Interaction.....	17
2.1.1 The Questionnaire	17
2.1.2 World Wide Contacts	20
2.1.3 My Personal Website.....	21
2.2 Personal Participation and Participant Observation	23
2.3 Analysis of the Media.....	23
2.4 Respect for my Informants	24
2.4.1 Protection of Personal Data.....	24
2.4.2 Language Barriers and Academic Conventions.....	25

IV	Identity – Can You See the Real Me?	27
1	Identity Formation and the Question of Youth	28
2	Subcultural Identity – What's My Scene?	31
2.1	Collective Expressions of Individualism: I'm not Like Everybody Else	31
2.2	Status and Subcultural Capital: I'm the Face, Baby, Is that Clear?.....	37
2.2.1	Consumerism: I Take What I Want.....	39
2.2.2	Commitment and Subcultural Careers: I Was a Mod Before You Was a Mod	45
2.2.3	Authenticity: Punks in Parkas	52
2.3	Attitude	58
2.3.1	Themes and Values	58
2.3.2	Gender and Mod: Peacocks and Ugly Ducklings	60
2.3.2.1	Male Mods: Peacocks or Sissies?	61
2.3.2.2	Female Mods: Ugly Ducklings or Peahens?	64
2.3.2.3	Men and Women in the Scene: Games People Play	73
2.4	Style	76
2.4.1	The Question of Style	76
2.4.2	Argot	83
2.4.3	Appearance/Looks	84
2.4.3.1	Behaviour and Self-Presentation	84
2.4.3.2	Clothes: Tailor Made	86
2.4.3.3	Hair: Go Get a Wig	89
2.4.3.4	Make Up	91
2.4.4	Music	92
2.4.5	Means of Transport: You Need Wheels.....	94
V	A very British Phenomenon? Worldwide Mod: Internationalisation of a Subculture	99
1	On the Trail of the International Mod Scenes	99
2	It's a Mod Mod World	101

2.1	Great Britain.....	101
2.2	Ireland.....	109
2.3	Germany.....	111
2.4	Austria	117
2.5	Switzerland	121
2.6	France	122
2.7	Belgium	125
2.8	The Netherlands.....	127
2.9	Italy.....	127
2.10	Spain.....	132
2.11	Portugal	135
2.12	Greece	137
2.13	Denmark.....	138
2.14	Sweden.....	139
2.15	Norway	143
2.16	Finland.....	145
2.17	Poland	146
2.18	Russia and Belarus	147
2.19	United States	152
2.20	Canada	156
2.21	Mexico.....	161
2.22	Costa Rica.....	164
2.23	Colombia.....	164
2.24	Brazil	166
2.25	Argentine Republic	170
2.26	Chile	171
2.27	Australia.....	173
2.28	Indonesia.....	177
2.29	Malaysia	179
2.30	Republic of Singapore	181

2.31	Republic of the Philippines	182
2.32	Japan	183
3	The International Mod Scenes: Brit-Mod Clones?	189
3.1	Worldwide Mod Revisited	190
VI	The Media	205
1	The Media on Mod	213
1.1	The 1960s	214
1.2	The 1980s	226
1.3	The 1990s	232
1.4	The 2000s	235
2	The Mods' Media	238
2.1	Print	241
2.1.1	Fanzines	242
2.1.2	Flyers	246
2.2	The World Wide Web	250
2.2.1	Social Network Services (SNS)	254
2.2.1.1	MySpace	255
2.2.1.2	Mod Space	259
2.2.2	Forums	275
2.2.3	Blogs	278
2.2.4	Video Sharing Platforms	282
2.2.5	Radio On!	285
2.2.5.1	Streaming Radio	285
2.2.5.2	Modcasting	288
VII	Conclusion	291
VIII	Appendix	297
	Appendix A	297
1	Survey Questions	297
	Appendix B: Pictures	314

1	Photos	314
2	Flyers	321
2.1	Great Britain	321
2.2	Ireland	322
2.3	Germany	323
2.4	Austria	324
2.5	Switzerland	325
2.6	France	326
2.7	Belgium	327
2.8	Italy	328
2.9	Spain	329
2.10	Portugal	330
2.11	Greece	331
2.12	Denmark	332
2.13	Sweden	333
2.14	Norway	334
2.15	Poland	335
2.16	Russia and Belarus	336
2.17	USA	337
2.18	Canada	338
2.19	Mexico	339
2.20	Brazil	340
2.21	Argentine Republic	341
2.22	Chile	342
2.23	Australia	343
2.24	Indonesia	344
2.25	Malaysia	345
2.26	Republic of the Philippines	346
2.27	Japan	347
3	Examples of Adapted Targets	348

4	Further Illustrations	349
	Appendix C: Summary in German.....	352
IX	Bibliography	387