#### CONTENTS

Contributors xiii

Introduction: Mass Media and the Socialization of Adolescents Since World War II 3 Daniel Romer

## Part I The Emergence and Evolution of a Youth Culture in the Media

- Understanding the "Jackpot Market": Media, Marketing, and the Rise of the American Teenager 27
  Bill Osgerby
- 2 "Still Talking About My Generation!" The Representation of Youth in Popular Music 59
  Andy Bennett
- 3 Music Videos: Media of the Youth, by the Youth, for the Youth 78 Michael Rich

### Part II Portrayal of Adolescents and Influential Behaviors

4 It Matters What Young People Watch: Health Risk Behaviors
Portrayed in Top-Grossing Movies Since 1950 105
Patrick E. Jamieson, Eian More, Susan S. Lee, Peter Busse,
and Daniel Romer

| 5 | Adolescent Gender Role Portrayals in the Media: 1950 |
|---|--|
|   | to the Present 132                                   |
|   | T (C T TAT 1 1 T 3 4 . TAT 1                         |

Jennifer L. Walsh and L. Monique Ward

- 6 Adolescent Body Image and Eating in the Media: Trends and Implications for Adolescent Health 165

  Kristen Harrison
- 7 African Americans, Latinos, Asians, and Native Americans in the Media: Implications for Adolescents 198

  Carolyn A. Stroman and Jannette L. Dates
- 8 Adolescents and Television Violence 221 W. James Potter
- 9 Tobacco Portrayals in U.S. Advertising and Entertainment Media 250 Timothy Dewhirst
- 10 The Changing Portrayal of Alcohol Use in Television
  Advertising 284

  Jennifer Horner, Patrick E. Jamieson, and Daniel Romer
- 11 From Twin Beds to Sex at Your Fingertips: Teen Sexuality in Movies, Music, Television, and the Internet, 1950 to 2005 313

  Susannah Stern and Jane D. Brown

### Part III Evolving Forms of Media Influence

- The Games, They Are a-Changin': Technological Advancements in Video Games and Implications for Effects on Youth 347

  James D. Ivory
- 13 Adolescents and the Internet 377

  Linda A. Jackson

# Part IV Policy Implications for Healthy Adolescent Development

- 14 Policy Interventions 415 C. Edwin Baker
- 15 Conclusions 446
  Patrick E. Jamieson, Amy Jordan, and Daniel Romer
  Index 459