



Youth and Popular Culture Magazine Archive

Unique periodicals from 1940-2020, featuring topics and trends in youth culture

Youth and Popular Culture Magazine Archive, when complete, will provide 250,000 pages of unique digital access to the backfiles of 13 magazines originally published for a teen/pre-teen audience. Coverage spans the years 1940-2020 and sheds light on a host of trends and topics in the history of youth culture, including fashion, rock and roll, sports, sexuality, and dating, as well the media portrayal of youth. Alongside major titles like *Teen*, the collection features many hard-to-find titles such as *Clarity* from the 1940s and *Petticoat* from the 1960s.

HIGHLIGHTED TITLES INCLUDE:

Teen (1957-2009): This magazine was one of the longest-running, most widely-read teen titles of the 20th/21st centuries, with a peak circulation of nearly 2 million. As a staple title for American teenagers across five decades, its 80,000 page backfile discloses the evolving preoccupations, attitudes, and patterns of consumption of successive generations. At its launch, *Teen's* stated objective was to be the first magazine to explore all facets of teenagers' lives. Its coverage included features on fashion/style, entertainment, relationships, health, and technology, along with confessional articles and advice columns.

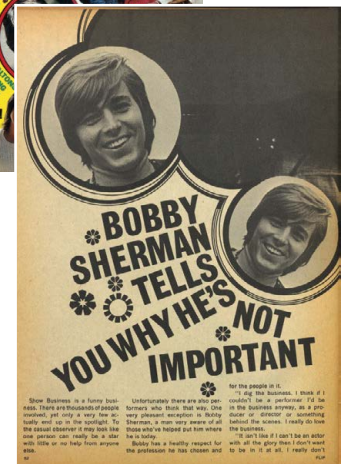
Fabulous 208: A popular British pop music magazine that was highly popular in the UK during the 1960s and 1970s, running for nearly 900 issues. It started out focused on popular music and repositioned in the 1970s to more features on fashion, beauty, and health tips.

Clarity: This magazine was published for a short period in the 1940s by the Young Communist League, USA and provides a unique insight to the political influences on youth culture of this time.

FLiP: An American publication that ran from 1964-1975 on all things related to youth life such as style guidance, celebrity interviews, and advice columns including "Dear Carol" and "Ask Karen" answering questions submitted by youths on school, dating, careers, and mental health.

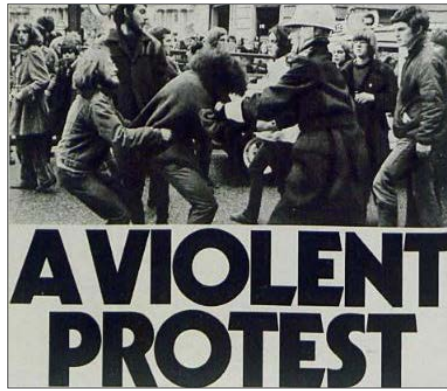
Petticoat: This magazine offered fiction, popular culture, fashion news and a controversial advice column featuring Claire Rayner as 'agony aunt' on such topics as love, sex, healthy eating, hair and make-up. *Petticoat* also promoted the Mod fashion, which was known to be innovative, creative, and bold for the times.

*Coverage is by default from issue 1 to the publication ceased date, or 2020. Due to the rarity of older print volumes, however, there may be small gaps.



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THE IMPORTANCE OF YOUTH CULTURE

Youth have been at the center of cultural change throughout the decades expressed through music, film, fashion and lifestyles. This collection covers the teenagers screaming and dancing to Rock and Roll in the 1950s to the flower children of the 1960s proclaiming peace and love to the emergence of hip hop in the 1970s and 1980s and everything in between.

THIS COLLECTION IS A VALUABLE SOURCE FOR RESEARCH AND LEARNING

Topics

- Advice
- Celebrities
- Dating
- Family
- Fashion trends
- Film
- Games
- Hairstyles
- Music
- Health and fitness
- Relationships
- Social activism
- Sports
- Technology
- Travel

Disciplines

- Anthropology
- Cultural Studies
- Film Studies
- Gender Studies
- History
- Media Studies
- Music
- Sociology

EXPLORE AND RESEARCH

- The socio-economic landscape in the western world in the mid-to-late 20th century
- Post-WWII popular culture in America and Europe
- The influence of media on youth and popular culture
- Historical gender issues through viewing of gendered advertising
- The impact the Vietnam War and Cold War had on youth worldviews
- The evolution of popular fads and fashions of the 20th century

RELATED PRODUCTS

- Entertainment Industry Magazine Archive
- Underground Comix, Volumes I, II
- Health & Fitness Magazine Archive
- Women's Magazine Archive

***Youth and Popular Culture Magazine Archive* provides a colorful lens to research the interplay and mutual influence of youth and popular culture.**

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