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# Street Culture: 50 Years Of Subculture Style



## Synopsis

Street Culture explores the family tree of youth movements, examining the lines that tie Beatniks to Bikers, Punks to Emos, Goths to Metal Heads. Illustrated throughout, the book presents a sumptuous visual history of youth culture, and the style, behaviour and values of the groups who have defined it.

## Book Information

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## Customer Reviews

This book is everything that it is advertised to be. Seasoned journalist Gavin Baddeley provides a thorough, witty and ambitious look into the history of counterculture, from the 1950s to the dawn of the 21st century. Some of the subcultures discussed are hippie, biker, mod, punk, goth, metal, hardcore and emo, to name a few. Although there seems to be plenty of available literature on any one of these particular subcultures, a book like this, which ties them all together and puts them in wider historical perspective, was begging to be written! Each subculture is given its own chapter, outlining its history and exploring some basic tenets. Yet there are a few themes and observations that run throughout the book, and this is one of the things that makes the book interesting. For instance, countercultures tend to be demonized by the mainstream or conservative media. In the

process of this demonization the counterculture in question begins to lose a degree of its original ethos as it attracts more converts who are mainly attracted to the controversy created by the bad press. A related observation is how certain aspects of counterculture can be coopted (and commodified) by the mainstream. Perhaps most interesting is the historical change in the way that different countercultures have interacted with each other. Throughout the book Baddeley recounts how different subcultures borrowed from, and were influenced by each other, and also at times had intense rivalries with one another. More recently, the lines dividing these different subcultures have blurred. With modern technology, individuals are exposed to a myriad of different ideas and products, and many choose to combine trademarks of different subcultures rather than sticking to just one credo.

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