



BETWEEN MARX AND COCA-COLA

**Youth Cultures in Changing European
Societies, 1960–1980**

Edited by **Axel Schildt** and **Detlef Siegfried**

Between Marx And Coca Cola Between Marx And Coca Cola

Giulia Crisanti



Between Marx And Coca Cola Between Marx And Coca Cola:

Between Marx and Coca-Cola Axel Schildt, Detlef Siegfried, 2005-12-01 In the 1960s and 1970s Western Europe's Golden Age Eric Hobsbawm a new youth consciousness emerged which gave this period its distinctive character Offering rich and new material this volume moves beyond the easy conflation of youth culture and Americanization and instead sets out to show for the first time how international developments fused with national traditions to produce specific youth cultures that became the leading trendsetters of emergent post industrial Western societies It presents a multi faceted portrait of European youth cultures colored by differences in gender class and education and points out the tension between emerging consumerism and growing politicisation succinctly expressed by Jean Luc Godard in his 1967 pairing of Marx and Coca Cola

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Between Marx and Coca-Cola Axel Schildt, Detlef Siegfried, 2006 *Europeans Are Lovin' It? Coca-Cola, McDonald's and Responses to American Global Businesses in Italy and France, 1886-2015* Giulia Crisanti, 2023-09-25 From the French origin of Coca Cola to McDonald's sponsorship of the 2015 Milan Expo the book presents the first comparative history of these multinational corporations in two Western European countries addressing some compelling questions to what extent our increasingly globalized world is persistently shaped by forms of American hegemony and what are some of the forces that have been most effective at challenging the relationship between Americanization and globalization Through the local history of global companies the book tells a new story about not only the influence of American businesses in Europe but also the influence of European governments and societies on those American businesses and their adaptability

A Social History of Early Rock 'n' Roll in Germany Julia Sneeringer, 2018-05-31 A Social History of Early Rock n Roll in Germany explores the people and spaces of St Pauli's rock n roll scene in the 1960s Starting in 1960 young British rockers were hired to entertain tourists in Hamburg's red light district around the Reeperbahn in the area of St Pauli German youths quickly joined in to experience the forbidden thrill of rock n roll and used African American sounds to distance themselves from the old Nazi generation In 1962 the Star Club opened and drew international attention for hosting some of the Beatles most influential performances In this book Julia Sneeringer weaves together this story of youth culture with histories of sex and gender popular culture media and subculture By exploring the history of one locale in depth Sneeringer offers a welcome contribution to the scholarly literature on space place sound and the city and pays overdue attention to the impact that Hamburg had upon music and style She is also careful to place performers such as The Beatles back into the social spatial and musical contexts that shaped them and their generation This book reveals that transnational encounters between musicians fans entrepreneurs and businessmen in St Pauli produced a musical style that

provided emotional and physical liberation and challenged powerful forces of conservatism and conformity with effects that transformed the world for decades to come **The Oxford Handbook of the History of Youth Culture** James Alan Marten, 2023 The Oxford Handbook of the History of Youth Culture features broadly contextualized historical case studies of youth cultures from around the world and over the past several centuries Chapters focus on a wide range of issues and themes including youth agency gender self expression and the tension between community control and youthful independence **West Germany and the Global Sixties** Timothy Scott Brown, 2013-10-10 This book examines the synthesis of globalizing influences that precipitated the anti authoritarian revolts in West Germany in the 1960s and 1970s

The Global Sixties in Sound and Vision T. Brown, A. Lison, 2014-05-01 Despite the explosion of interest in the global 1968 the arts in this period both popular and avant garde forms have too often been neglected This interdisciplinary volume brings together scholars in history cultural studies musicology and other areas to explore the symbiosis of the sonic and the visual in the counterculture of the 1960s Poor but Sexy Agata Pyzik, 2014-03-28 24 years after the fall of the Berlin Wall Europe is as divided as ever The passengers of the low budget airlines go east for stag parties and they go West for work but the East stays East and West stays West Caricatures abound the Polish plumber in the tabloids the New Cold War in the broadsheets and the endless search for the new Berlin for hipsters Against the stereotypes Agata Pyzik peers behind the curtain to take a look at the secret histories of Eastern Europe and its tortured relations with the West Neoliberalism and mass migration post punk and the Bowiephile obsession with the Eastern Bloc Orientalism and self colonization the emancipatory potentials of Socialist Realism the possibility of a non Western idea of modernity and futurism and the place of Eastern Europe in any current revival of the idea of communism all are much more complex and surprising than they appear Poor But Sexy refuses both a dewy eyed Ostalgia for the good old days and the equally desperate desire to become a normal part of Europe reclaiming instead the idea an Other Europe **The Emotional Politics of the Alternative Left** Joachim C. Häberlen, 2018-09-20 In the 1970s a multifaceted alternative scene developed in West Germany At the core of this leftist scene was a struggle for feelings in a capitalist world that seemed to be devoid of any emotions Joachim C H berlen offers here a vivid account of these emotional politics The book discusses critiques of rationality and celebrations of insanity as an alternative It explores why capitalism made people feel afraid and modern cities made people feel lonely Readers are taken to consciousness raising groups nude swimming at alternative vacation camps and into the squatted houses of the early 1980s H berlen draws on a kaleidoscope of different voices to explore how West Germans became more concerned with their selves their feelings and their bodies By investigating how leftists tried to transform themselves through emotional practices H berlen gives us a fresh perspective on a fascinating aspect of West German history

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