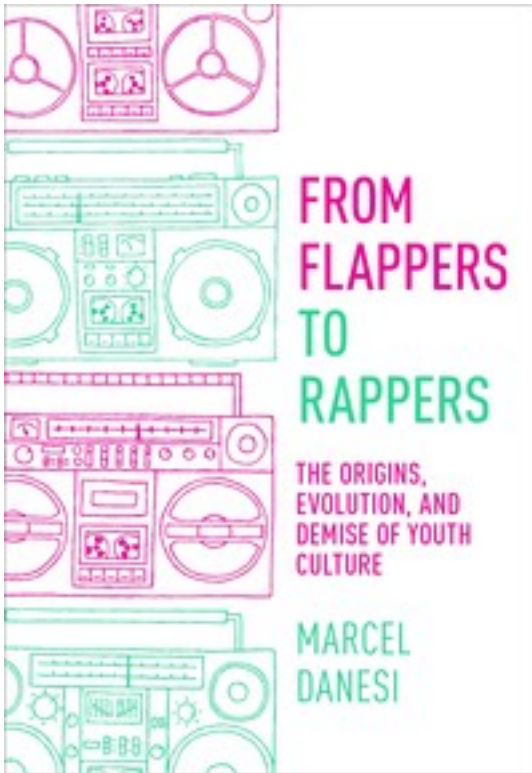


# From Flappers to Rappers

## The Origins, Evolution, and Demise of Youth Culture



Adopting a historical-critical perspective, *From Flappers to Rappers* traces the origins of youth in the Roaring Twenties, a distinct form of culture that was revived by the rock and roll rebels of the 1950s, to an increasingly inclusive Digital era at the turn of the 21st century. Positioning youth culture as a 20th century social experiment that is coming to an end, Marcel Danesi discusses the various musically-defined eras that saw rise to hippie culture, punk, disco, and the hip-hop movement, among other social groups. The chapters explore how these generations were instrumental in the fight against racial discrimination, gender discrimination, and sexual repression. This accessible book analyzes how society is evolving in an age of globalization and new technologies that threaten youth culture, and questions what this shift implies for the world today. This textbook is an invaluable resource for students and teachers of sociology, anthropology, and cultural studies.

### \*\*Features\*\*

- includes an accompanying workbook for students
- timely content that is relevant internationally
- features sections on iconic artists such as Elvis Presley and The Beatles

### Author Information

Marcel Danesi

**\*\*Marcel Danesi\*\*** is Professor of Semiotics and Linguistic Anthropology in the Department of Anthropology at the University of Toronto. His main research interests are semiotic theory and youth culture. He is currently Editor-in-Chief of *Semiotica*, the official journal of the International Association for Semiotic Studies.

### Reviews

"This is a fun and engaging overview of the rise, evolution, and potential demise of youth culture. One of the major strengths of the book is its interdisciplinary approach to understanding the evolution of youth culture against the changing social conditions of the various eras from the 1920s to the present day."

— Geoffrey Stewart, Department of History, University of Western Ontario

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### Subjects

Sociology of Youth  
Sociology  
Communication and Cultural Studies  
Child and Youth

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