

*Youth Mass Media and their Popular Youth Culture in West Germany, Great Britain and France during the 1960s and 70s"*

**Aline Maldener**, (Universität des Saarlandes, Kultur- und Mediengeschichte)

In contrast to the vast number of historiographical studies on juvenile subcultures and troublemakers, this project is the first to try to reveal the existence of a so called popular youth culture in the sense of a mainstream phenomenon reflecting the taste of a majority of young people. This popularised, highly commercialised, politically eased and intergenerationally consensual youth culture, this special kind of hybrid culture, is not just represented and dispersed but rather actively created especially by mass media for young people. Against this background, the so called popular youth culture has always been open to influences from the outside and must therefore be analysed in a transnational and entangled-theoretical setting.

The project is based on three main hypotheses: Concerning the idea of a Europeanisation of the popular youth culture of the long sixties, it is likely that there emerged a common space of mass media for young people, an (audio-)visual youth mass media ensemble – not just in Western but partly also in Eastern Europe. Furthermore, it can be assumed that within this virtual common space of mass media for young people national specifics of the popular youth culture were satirised and stereotyped on one hand and levelled and relativized on the other hand. Apart from that, the project focuses on systemic, format-specific convergences as well as on cultural, media-specific divergences concerning mass media for young people and their popular youth culture.