Journal Entry 4 – Bryn Loftness

1. In Doherty’s article, “The Teenage Marketplace – from Teenagers and Teenpics,” he mentions several reasons why teenagers emerged as a major subculture during this time period. He mentions the shift in interest for young boys now actually interested in attending school, “[t]he high school, with its athletics, clubs, sororities and fraternities, dances and parties. And other “extra curricular activities is a fairly complete social cosmos in itself.” He also discusses their differences from previous generations is respects to “numbers, affluence, and self-consciousness.” The number of teenagers in American society had increased dramatically so they could be grouped and seen more easily, they had more money in the family and were able to use this money for their own personal use, and they also saw themselves and distinguished themselves more distinctly as teenagers.
2. The reactions in the businesses/corporations reacting to the increasing influence of the “teenage marketplace” were widespread and dramatic. This new said “invention of the adolescent” was stated to be “and immediate boon to the nation’s emerging consumer-based economy.” In this new time period, teenagers no longer contributed labor to the “economic function,” now they represented a new force of consumers, leisurely and casual consumers at that. The way businesses marketed specifically for teenagers and the younger audience represented a huge shift in economic trends. They even started employing teenagers directly, surpassing the adult employment force and going straight to the money makers of the time.
3. Because of the teenager’s economic influence, their bringing of the counterculture in such masses, and their confidence, significant changes were brought up. The US, being the only country with a slang term to distinguish teenagers from adults, was then “the only country considering this age group as a separate entity whose influence, fads, and fashions [were] worthy of discussion.” The teenage culture led entertainment, pop culture, and social trends significantly because of their emergence in economic affairs and their growing influence in society.