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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 255-273) and index.
Nota di contenuto	"The twentieth century's greatest romance" : imagining the Beatles -- "Ladies and gentlemen, the Beatles!" : introducing the image -- "Preparing our teenagers for riot and ultimate revolution" : the touring years, 1964-66 -- "The mood of the sixties" : the Beatles as artists, 1966-68 -- "Beatlepeople" : Rolling Stone, 1967-70 -- "Beautiful people" : the Beatles' idealized past.
Sommario/riassunto	The Beatles: Image and the Media charts the transformation of the Beatles from teen idols to leaders of the youth movement and powerful cultural agents. Drawing upon American mainstream print media, broadcasts, albums, films, and videos, the study covers the band's career in the United States. Michael R. Frontani explores how the Beatles' media image evolved and how this transformation related to cultural and historical events. Upon their arrival in the U.S., the Beatles wore sharply tailored suits and cast themselves as adorable, accessible teen heartthrobs. By the end of the decade, they had