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Sommario/riassunto

Adolescents are eager consumers of mass media entertainment and are particularly susceptible to various forms of media influence, such as modeling, desensitization, and contagion. These once controversial phenomena are now widely accepted along with the recognition that the media are a major socializer of youth. During the economic boom of the post-World War II era, marketers and advertisers identified adolescents as a major audience, which led to the emergence of a pervasive youth culture. Enormous changes ensued in the media's portrayal of adolescents and the behaviors they emulate. These cha
