

1. Record Nr.	UNINA9910974556403321
Autore	Poiger Uta G. <1965->
Titolo	Jazz, rock, and rebels : cold war politics and American culture in a divided Germany // Uta G. Poiger
Pubbl/distr/stampa	Berkeley, Calif., : University of California Press, c2000
ISBN	9786613520265 9781280085710 1280085711 9780520920088 0520920082 9781597346917 1597346918
Edizione	[1st ed.]
Descrizione fisica	1 online resource (xiii, 333 pages) : illustrations
Collana	Studies on the history of society and culture ; ; 35
Disciplina	943
Soggetti	Popular culture - Germany Popular culture - Germany (East) Subculture - Germany Subculture - Germany (East) Art and state - Germany Art and state - Germany (East) Youth - Germany - Social conditions - 20th century Germany Race relations History Germany Civilization American influences
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references (p. 273-312) and index.
Nota di contenuto	Front matter -- Contents -- Figures -- Acknowledgments -- List of Abbreviations -- Introduction -- 1. American Culture in East and West German Reconstruction -- 2. The Wild Ones The 1956 Youth Riots and German Masculinity -- 3. Lonely Crowds and Skeptical Generations Depoliticizing and Repoliticizing Cultural Consumption -- 4. Jazz and German Respectability -- 5. Presley, Yes-Ulbricht, No? Rock 'n' Roll and Female Sexuality in the German Cold War -- Epilogue: Building Walls -- Notes -- Bibliography -- Index

In the two decades after World War II, Germans on both sides of the iron curtain fought vehemently over American cultural imports. Uta G. Poiger traces how westerns, jeans, jazz, rock 'n' roll, and stars like Marlon Brando or Elvis Presley reached adolescents in both Germanies, who eagerly adopted the new styles. Poiger reveals that East and West German authorities deployed gender and racial norms to contain Americanized youth cultures in their own territories and to carry on the ideological Cold War battle with each other. Poiger's lively account is based on an impressive array of sources, ranging from films, newspapers, and contemporary sociological studies, to German and U. S. archival materials. *Jazz, Rock, and Rebels* examines diverging responses to American culture in East and West Germany by linking these to changes in social science research, political cultures, state institutions, and international alliance systems. In the first two decades of the Cold War, consumer culture became a way to delineate the boundaries between East and West. This pathbreaking study, the first comparative cultural history of the two Germanies, sheds new light on the legacy of Weimar and National Socialism, on gender and race relations in Europe, and on Americanization and the Cold War.

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