CONTENTS

	List of Examples xiii			
	Acknowledgments xvii			
	Introduction: Capitalism, Consumption, Commerce, and Music 1			
1	Music and Advertising in Early Radio 11			
2	The Classes and the Masses in the 1920s and 1930s			
3	The Great Depression and the Rise of the Radio Jingle 65			
4	Music, Mood, and Television: The Use of Emotion in Advertising Music in the 1950s and 1960s 101			
5	The Standardization of Jingle Production in the 1950s and After 127			
6	The Discovery of Youth in the 1960s 147			

xi

List of Illustrations

7	Consumption.	Corporatization.	and Youth in the 1980s	179
•	CONSUMPCION,	COI POTALIZACION,	and roadining the 19005	", "

- 8 Conquering (the) Culture: The Changing Shape of the Cultural Industries in the 1990s and After 205
- 9 New Capitalism, Creativity, and the New Petite Bourgeoisie 231

Notes 247

References 297

Index 331