

CONTENTS

List of Figures, Diagrams, and Tables	ix
Acknowledgments	xi
Introduction	xiii
<i>Hilary Pilkington</i>	
1 Cultural Globalization	1
A Peripheral Perspective	
<i>Hilary Pilkington and Ul'iana Bliudina</i>	
2 On the Outside Looking In?	21
The Place of Youth in Russia's New Media and Information Space	
<i>Elena Omel'chenko and Ul'iana Bliudina</i>	
3 Talking Global?	50
Images of the West in the Youth Media	
<i>Moya Flynn and Elena Starkova</i>	
4 Through Their Own Eyes	77
Young People's Images of "the West"	
<i>Elena Omel'chenko and Moya Flynn</i>	
5 "Progressives" and "Normals"	101
Strategies for Glocal Living	
<i>Hilary Pilkington (with Elena Starkova)</i>	
6 The Dark Side of the Moon?	133
Global and Local Horizons	
<i>Hilary Pilkington</i>	
7 Reconfiguring "the West"	165
Style and Music in Russian Youth Cultural Practice	
<i>Hilary Pilkington</i>	
8 Living with the West	201
<i>Hilary Pilkington and Elena Omel'chenko</i>	
Conclusion	216
<i>Hilary Pilkington</i>	
Appendix	227
Notes	239
References	265
Index	281

FIGURES, DIAGRAMS, AND TABLES

Figures

- Fig. 1 Tolkinisty in Moscow
Fig. 2 Grushinskii festival, Mastriuskovskie lakes, Samara region
Fig. 3 Hippie on the Arbat, Moscow
Fig. 4 A ZAiBI ("For anonymous and free art") publication, Moscow
Fig. 5 Flier for Plasma club, Moscow, February 1998
Fig. 6 Flier for Tornado club, Samara, April 1998
Fig. 7 Sensatsiia disco, Ul'ianovsk
Fig. 8 "Normal" lads hanging out in a communal kitchen, Ul'ianovsk
Fig. 9 Mainstream youth dancing at the Chkalov House of Culture, Ul'ianovsk
Fig. 10 Graffiti on the walls of the Palace of Youth, Moscow
Fig. 11 "Ravers" from a peripheral Moscow district
Fig. 12 "Hanging out," *tusovka* style, Ul'ianovsk
Fig. 13 "The lads," Ul'ianovsk
Fig. 14 Punks at a Red Hot Chili Peppers concert, Moscow
Fig. 15 Breakdancers, Ul'ianovsk
Fig. 16 Roller skaters, Moscow
Fig. 17 Bikers, Moscow
Fig. 18 Breakdancers at Tornado club, Samara
Fig. 19 Kung fu training session, Samara
Fig. 20 "Progressive" style, Chkalov House of Culture, Ul'ianovsk
Fig. 21 Self-caricature of rappers, Sandra club, Samara
Fig. 22 Clubbers in Samara
Fig. 23 Young women at the Chkalov House of Culture, Ul'ianovsk
Fig. 24 "Toxic Vibes" night, Chkalov House of Culture, Ul'ianovsk
Fig. 25 Young rappers in Ul'ianovsk

Diagrams

- Diagram 2.1 Sources of information about the West
Diagram 2.2 Youth programs watched by young people
Diagram 2.3 Youth magazines read by young people

- Diagram 3.1 Space devoted to "the West" in youth magazines
- Diagram 5.1 Mapping the youth scene in Ul'ianovsk, September–October 1997
- Diagram 5.2 Mapping the youth scene in Samara, April 1998
- Diagram 5.3 Mapping the youth scene in Moscow, January 1998
- Diagram 6.1 How do young people spend their free time?
- Diagram 8.1 Russia and the West: The hall of mirrors

Tables

- Table 4.1 Which of these regions or countries would you class as belonging to the West?
- Table 5.1 "Progressive" and "normal" strategies for glocal living
- Table A.1 (Appendix) Profile of focus groups
- Table A.2 (Appendix) Youth magazines: Sampling details