



Mediated Identities: Youth, Agency, and Globalization (Mediated Youth)

Divya C. McMillin

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Mediated Identities is an empirical examination of how youth identity is negotiated in urban and rural spaces where cultural, economic, and political forces compete for the allegiance of the young consumer and worker. Rich with fieldwork on teens and television in India, Germany, South Africa, and the United States, the book provides a new direction for the critical discussion of youth agency. It questions young people as autonomous consumers and examines the interpellatory forces of media and market. The application of postcolonial theory produces an incisive analysis of television and other media consumption as part of a process that bolsters the neocolonial imperatives of globalization. Simultaneously, the book focuses on the opportunism on both sides of the equation, on youth particularly in developing economies and the industries that need their cheap labor. In such opportunistic contexts, *Mediated Identities* addresses ethical dilemmas and transformative possibilities.

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