



The Beatles: Image and the Media

Michael R. Frontani

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The Beatles: Image and the Media charts the transformation of the Beatles from teen idols to leaders of the youth movement and powerful cultural agents. Drawing upon American mainstream print media, broadcasts, albums, films, and videos, the study covers the band's career in the United States. Michael R. Frontani explores how the Beatles' media image evolved and how this transformation related to cultural and historical events.

Upon their arrival in the U.S., the Beatles wore sharply tailored suits and cast themselves as adorable, accessible teen heartthrobs. By the end of the decade, they had absorbed the fashion and consciousness of the burgeoning counterculture and were using their interviews, media events, and music to comment on issues such as the Vietnam War, drug culture, and civil rights. Frontani traces the steps that led to this change and comments on how the band's mantra of essential optimism never wavered despite the evolution of its media profile.

Michael R. Frontani is associate professor of communications at Elon University. His work has appeared in *American Journalism*, *Journal of American Culture*, *Journalism History*, and *African Studies Review*.



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