



Consuming Youth: Leading Teens Through Consumer Culture (YS Academic)

By Berard, John; Penner, James; Bartlett, Rick

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 consumer culture--dominated by popular media's emphasis on
 bigger, better, and more, and catering to teenagers' every want
 and desire--is leaving our youth adrift in a sea of conflicting
 messages. Messages that youth workers and faith communities
 need to decode and redirect from consumption as the primary
 purpose of youth. Consuming Youth explores the shifts needed to
 move from the fragmented, isolated and consumer driven story
 for youth and towards a more compelling story of meaning,
 purpose and a life lived differently than the one served up by
 consumer culture. If you're involved in the lives of teenagers,
 whether as a youth pastor, youth worker, volunteer, church
 leader, parent, or students of youth ministry, you'll want to read
 this book to discover how a culturally invented and socially
 accepted version of adolescence sustained by consumer culture
 has shaped youth work and through the suggestions offered
 work together to discover ways in which you can re-imagine
 youth ministry and what it means to be a teenager.



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