**Videography**

**Session 7. The Cool Culture of Neoliberal Capitalism**

Accompanying this session are some wonderful documentaries and films, as listed below. You can find many of these documentaries on BoB National (<https://learningonscreen.ac.uk/ondemand>), if your institution has an active subscription. Alternatively, search in YouTube or on the worldwide web.

***Merchants of Cool* (2001)**

They spend their days sifting through reams of market research data. They conduct endless surveys and focus groups. They comb the streets, the schools, and the malls, hot on the trail of the next big thing that will snare the attention of their prey--a market segment worth an estimated $150 billion a year. They are the merchants of cool: creators and sellers of popular culture who have made teenagers the hottest consumer demographic in America. But are they simply reflecting teen desires or have they begun to manufacture those desires in a bid to secure this lucrative market? And have they gone too far in their attempts to reach the hearts--and wallets--of America's youth? FRONTLINE correspondent Douglas Rushkoff examines the tactics, techniques, and cultural ramifications of these marketing moguls in The Merchants of Cool. Produced by Barak Goodman and Rachel Dretzin, the program talks with top marketers, media executives and cultural/media critics, and explores the symbiotic relationship between the media and today's teens, as each looks to the other for their identity. Teenagers are the hottest consumer demographic in America. At 33 million strong, they comprise the largest generation of teens America has ever seen--larger, even, than the much-ballyhooed Baby Boom generation. Last year, America's teens spent $100 billion, while influencing their parents' spending to the tune of another $50 billion. You can watch this documentary here: <http://www.pbs.org/wgbh/pages/frontline/shows/cool/view/> and <https://www.youtube.com/watch?time_continue=4&v=gaVy8FFOIzo>