



Back to the Fifties: Nostalgia, Hollywood Film, and Popular Music of the Seventies and Eighties (Oxford Music / Media)

Michael D. Dwyer

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Throughout the 1970s and 1980s, Hollywood studios and record companies churned out films, albums, music videos and promotional materials that sought to recapture, revise, and re-imagine the 1950s.

Breaking from dominant wisdom that casts the trend as wholly defined by Ronald Reagan's politics or the rise of postmodernism, *Back to the Fifties* reveals how Fifties nostalgia from 1973 to 1988 was utilized by a range of audiences for diverse and often competing agendas. Films from *American Graffiti* to *Hairspray* and popular music from *Sha Na Na* to Michael Jackson shaped - and were shaped by - the complex social, political and cultural conditions of the Reagan Era. By closely examining the ways that "the Fifties" was remade and recalled, *Back to the Fifties* explores how cultural memories were fostered for a generation of teenagers trained by popular culture to rewind, record, recycle and replay.

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