

Sarah Banet-Weiser

kids rule!
nickelodeon, youth and citizenship

Talk

January 23rd

3:00-5:00 pm

HMNSS 1500

Roundtable

January 24th

11:00 am

HMNSS 1500



Sponsored by:
Center for Ideas & Society
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In this talk, Sarah Banet-Weiser discusses contemporary US brand culture in the context of her forthcoming book, *Kids Rule! Nickelodeon, Youth and Citizenship*.

Sarah Banet-Weiser is an Associate Professor at the Annenberg School for Communication at the University of Southern California. She is the author of *The Most Beautiful Girl in the World: Beauty Pageants and National Identity* and *Kids Rule! Nickelodeon, Youth, and Citizenship*, and is co-editor of the forthcoming anthology *Cable Visions: Television Beyond Broadcasting*. She has published articles in the areas of gender and media, children, consumer citizenship, sports and national identity, and is currently working on a project involving brand culture and youth empowerment.