Example of Kindle Referencing

In ‘The Meaning of Mod’, Dick Hebdige makes a tentative connection between this ‘Italianate style’ of ‘working class dandies […] who were dedicated to clothes and lived in London’ of the 1950s and the successor youth subculture of the early 1960s, ‘Mod’. Hebdige goes on to suggest further elements of the Mod style: ‘to consciously invert the values associated with smart dress’; ‘a desire to do justice to the mysterious complexity of the metropolis in his personal demeanour, to draw himself closer to the Negro whose very metabolism seemed to have grown into, and kept pace with that of the city’; and a ‘unique and subversive attitude towards the commodities he habitually consumed’. Hebdige’s understanding of Mod is of a performative obsession with style: ‘Mod was pure, unadulterated STYLE, the essence of style’, a style constructed through appropriated commodities whose codings were altered through relocation to a different context (Italian motor scooters, Italian suits, even amphetamines).\(^1\)

Bibliographic entry:


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