

## Consumer Culture History Theory And Politics

Based on Chinese, Japanese and English-language archives, this text explores the historical ties between nationalism and consumerism in China.

Children today are growing up in an increasingly commercialised world. But should we see them as victims of manipulative marketing, or as competent participants in consumer culture? *The Material Child* provides a comprehensive critical overview of debates about children's changing engagement with the commercial market. It moves from broad overviews of the theory and history of children's consumption to insightful case studies of key areas such as obesity, sexualisation, children's broadcasting and education. In the process, it challenges much of the received wisdom about the effects of advertising and marketing, arguing for a more balanced account that locates children's consumption within a broader analysis of social relationships, for example within the family and the peer group. While refuting the popular view of children as incompetent and vulnerable consumers that is adopted by many campaigners, it also rejects the easy celebration of consumption as an expression of children's power and autonomy. Written by one of the leading international scholars in the field, *The Material Child* will be of interest to students, researchers and policy-makers, as well as parents, teachers and others who work directly with children.

Death has never been more visible to consumers. From life insurance to burial plots to estate planning, we are constantly reminded of consumer choices to be made with our mortality in mind. Religious beliefs in the afterlife (or their absence) impact everyday consumption activities. *Death in a Consumer Culture* presents the broadest array of research on the topic of death and consumer behaviour across disciplinary boundaries. Organised into five sections covering: The Death Industry; Death Rituals; Death and Consumption; Death and the Body; and Alternate Endings, the book explores topics from celebrity death tourism, pet and online memorialization; family history research, to alternatives to traditional corpse disposal methods and patient-assisted suicide. Work from scholars in history, religious studies, sociology, psychology, anthropology, and cultural studies sits alongside research in marketing and consumer culture. From eastern and western perspectives, spanning social groups and demographic categories, all explore the ubiquity of death as a physical, emotional, cultural, social, and cosmological inevitability. Offering a richly unique anthology on this challenging topic, this book will be of interest to researchers working at the intersections of consumer culture, marketing and mortality.

"This book compiles and integrates highly innovative work aimed at bridging the fields of anthropology and consumer behavior." —*Journal of Consumer Affairs* "... fascinating... ambitious and interesting..." —*Canadian Advertising Foundation Newsletter* "... an anthropological dig into consumerism brimming with original thought..." —*The Globe and Mail* "Grant McCracken has written a provocative book that puts consumerism in its place in Western society—at the centre." —*Report on Business Magazine* "... a stimulating addition to knowledge and theory about the interrelationship of culture and consumption." —*Choice* "[McCracken's] synthesis of anthropological and consumer studies material will give historians new ideas and methods to integrate into their thinking." —*Maryland Historian* "The book offers a fresh and much needed cultural interpretation of consumption." —*Journal of Consumer Policy* "The volume will help balance the prevailing cognitive and social psychological cast of consumer research and should stimulate more comprehensive investigation into consumer behavior." —*Journal of Marketing Research* "... broad scope, enthusiasm and imagination... a significant contribution to the literature on consumption history, consumer behavior, and American material culture." —*Winterthur Portfolio* "For this is a superb book, a definitive exploration of its subject that makes use of the full range of available literature." —*American Journal of Sociology* "McCracken's book is a fine synthesis of a new current of thought that strives to create an interdisciplinary social science of consumption behaviors, a current to which folklorists have much to contribute." —*Journal of American Folklore* This provocative book takes a refreshing new view of the culture of consumption. McCracken examines the interplay of culture and consumer behavior from the anthropologist's point of view and provides new insights into the way we view ourselves and our society.

The essays in this collection use the history of consumption to look at many aspects of social and political life.

The literature of marketplace behaviour, long dominated by economic and psychological discourse, has matured in the last decade to reveal the vast expanse of consumption activity not adequately addressed – in either theoretical or empirical perspective - by the discipline's favoured approaches. The lived experience of consumption in cultural and historical context, rendered in a fashion that is both intellectually insightful and authentically evocative, and that recognizes the dynamics of accommodation and resistance that characterize the individual's relationship with the market, is the central interpretive thrust of an emerging interdisciplinary field inquiry broadly labelled "consumer culture theory." In this volume, some of the leading scholars of this field explore in great empirical detail and theoretical depth the relationships that the consumer has developed both with goods and services and with the stakeholders that animate markets. Beginning with an examination of the underpinnings of cultural inquiry, the focus then shifts to specific consumption venues. Analyses of advertising in personal, critical and historical perspective, examination of lifestyle trends from dwelling practices of transnational nomads and regimes of personal training to genetic testing and gambling, interpretations of the dynamics of brand loyalty and corporate image management, and investigation of family consumption rituals are among the topics explored in ethnographic and humanistic perspective.

This book explores the illusions that pervade contemporary consumption as well as the forces of globalization, localization, and hybridization that affect consumption throughout our interconnected world.

Advertising, materialism and consumption are central aspects of contemporary Western culture. We are bombarded with idealised images of the perfect body, desirable consumer goods, and affluent lifestyles, yet psychology is only just beginning to take account of the profound influence these consumer culture ideals have on individuals' sense of

identity and worth. *Consumer Culture, Identity, and Well-Being* documents the negative psychological impact consumer culture can have on how individuals view themselves and on their emotional welfare. It looks at the social psychological dimensions of having, buying and wanting material goods, as well as the pursuit of media-hyped appearance ideals. In particular, it focuses on: the purchasing of material goods as a means of expressing and seeking identity, and the negative consequences of this psychological buying motivations in conventional buying environments and on the Internet the unrealistic socio-cultural beauty ideals embodied by idealized models. Throughout, different approaches from social psychology are integrated, such as self-completion, self-discrepancy and value theory, to create a comprehensive theoretical framework for understanding the impact of internalising core consumer culture ideals on how individuals see themselves and the implications this has for their psychological and physical health. This book is of interest to anybody who wants to find out more about the psychological effects of living in modern consumer societies on children, adolescents, and adults. More specifically, it will be of interest to students and researchers in social psychology, sociology, media studies, communication and other social sciences, as well as to psychologists, health workers, and practitioners interested in the topics of identity, consumption pathologies, body image, and body-related behaviours.

This book features in-depth interviews with movement residents, builders, and advocates, which the author uses to explore how the tiny house movement is challenging consumerism, overwork, and environmental destruction and facilitating a more meaningful understanding of home.

[Consumerism](#)

[New Approaches to the Symbolic Character of Consumer Goods and Activities](#)

[A Global Approach](#)

[Consumer Culture in China and Southeast Asia](#)

[The Material Child](#)

[The Tiny House Movement](#)

[Consumer Culture and the Creation of the Nation](#)

[Canonical Authors in Consumption Theory](#)

[The SAGE Handbook of Consumer Culture](#)

[Challenging Our Consumer Culture](#)

[Interior Revolutions of the Modern Era](#)

[Explorations in Consumer Culture Theory](#)

[The Wiley Blackwell Encyclopedia of Consumption and Consumer Studies](#)

Cochran reconsiders the nature and role of consumer culture in the spread of globalization and illuminates enduring features of the Chinese experience of consumer culture. The history of Chinese medicine men in pre-socialist China, he suggests, has relevance for the 21st century because they achieved goals that resonate with their successors today. "Provides definitive coverage of consumer studies with entries that define and explain key concepts, persons, and approaches"--

Long regarded as a maudlin mental state, nostalgia is everywhere and has been reimagined as a signifier of good mental health. It is no longer the bailiwick of right-wing reactionaries but a crucible of critical thinking and revolutionary intent. This book explores the revolution in nostalgia and the nostalgia in revolution.

The term 'consumption' covers the desire for goods and services, their acquisition, use, and disposal. The study of consumption has grown enormously in recent years, and it has been the subject of major historiographical debates: did the eighteenth century bring a consumer revolution? Was there a great divergence between East and West? Did the twentieth century see the triumph of global consumerism? Questions of consumption have become defining topics in all branches of history, from gender and labour history to political history and cultural studies. The *Oxford Handbook of the History of Consumption* offers a timely overview of how our understanding of consumption in history has changed in the last generation, taking the reader from the ancient period to the twenty-first century. It includes chapters on Asia, Europe, Africa, and North America, brings together new perspectives, highlights cutting-edge areas of research, and offers a guide through the main historiographical developments. Contributions from leading historians examine the spaces of consumption, consumer politics, luxury and waste, nationalism and empire, the body, well-being, youth cultures, and fashion. The Handbook also showcases the different ways in which recent historians have approached the subject, from cultural and economic history to political history and technology studies, including areas where multidisciplinary approaches have been especially fruitful.

Whilst the actual origins of English consumer culture are a source of much debate, it is clear that the nineteenth century witnessed a revolution in retailing and consumption. Mass production of goods, improved transport facilities and more sophisticated sales techniques brought consumerism to the masses on a scale previously unimaginable. Yet with this new consumerism came new problems and challenges. Focusing on retailing in nineteenth-century Britain, this book traces the expansion of commodity culture and a mass consumer orientated market, and explores the wider social and cultural implications this had for society. Using trial records, advertisements, newspaper reports, literature, and popular ballads, it analyses the rise, criticism, and entrenchment of consumerism by looking at retail changes around the period 1800-1880 and society's responses to them. By viewing this in the context of what had gone before Professor Whitlock emphasizes the key role women played in this evolution, and argues that the dazzling new world of consumption had beginnings that predate the later English, French and American department store cultures. It also challenges the view that women were helpless consumers manipulated by merchants' use of colour, light and display into excessive purchases, or even driven by their desires into acts of theft. With its interdisciplinary approach drawing on social and economic history, gender studies, cultural studies and the history of crime, this study asks fascinating questions regarding the nature of consumer culture and how society reacts to the challenges this creates.

During the rise of consumer culture in the nineteenth century, children and childhood were called on to fulfill a range of important roles. In addition to being consumers themselves, the young functioned as both 'goods' to be used and consumed by adults and as proof that middle-class materialist ventures were assisting in the formation of a more ethical society. Children also provided necessary labor and raw material for industry. This diverse collection addresses the roles assigned to children in the context of nineteenth-century consumer culture, at the same time that it remains steadfast in recognizing that the young did not simply exist within adult-articulated cultural contexts but were agents in their formation. Topics include toys and middle-class childhood; boyhood and toy theater; child performers on the Victorian stage; gender, sexuality and consumerism; imperialism in adventure fiction; the idealization of childhood as a form of adult entertainment and self-flattery; the commercialization of orphans; and the economics behind formulations of child poverty. Together, the essays demonstrate the rising investment both children and adults made in commodities as sources of identity and human worth.

As shopping has been transformed from a chore into a major source of hedonistic pleasure, a specifically Russian consumer culture has begun to emerge that is unlike any other. This book examines the many different facets of consumption in today's Russia, including retailing, advertising and social networking. Throughout, emphasis is placed on the inherently visual - not to say spectacular - nature both of consumption generally, and of Russian consumer culture in particular. Particular attention is paid to the ways in which brands, both Russian and foreign, construct categories of identity in order to claim legitimacy for themselves. What emerges is a fascinating picture of how consumer culture is being reinvented in Russia today, in a society which has one, nostalgic eye turned towards the past, and the other, utopian eye, set firmly on the future. Borrowing concepts from both marketing and cultural studies, the approach throughout is interdisciplinary, and will be of considerable interest, to researchers, students and practitioners wishing to gain invaluable insights into one of the most lucrative, and exciting, of today's emerging markets.

Consumer Culture History, Theory and Politics SAGE

Oscar Wilde was a consumer modernist. His modernist aesthetics drove him into the heart of the mass culture industries of 1890s London, particularly the journalism and popular theatre industries. Wilde was extremely active in these industries: as a journalist at the Pall Mall Gazette; as magazine editor of the Women's World; as commentator on dress and design through both of these; and finally as a fabulously popular playwright. Because of his desire to impact a mass audience, the primary elements of Wilde's consumer aesthetic were superficial ornament and ephemeral public image - both of which he linked to the theatrical. This concern with the surface and with the ephemeral was, ironically, a foundational element of what became twentieth-century modernism - thus we can call Wilde's aesthetic a consumer modernism, a root and branch of modernism that was largely erased.

[Reading Germany](#)

[Music Television, Postmodernism, and Consumer Culture](#)

[From Five-year Plan to 4x4](#)

[Consumer Culture and Postmodernism](#)

[Organizing Identity](#)

[A History of American Consumption](#)

[Gyms and the Commercialisation of Discipline and Fun](#)

[Theories of Consumption](#)

[Growing up in Consumer Culture](#)

[Fitness Culture](#)

[The Sociology of Consumption](#)

[Changing Publics and Changing Public Services](#)

To what extent does the advertising industry control what we see on TV? What is the political and cultural environment that provides for the phenomenon of the corporate shaping of the mass media? Robin Andersen addresses these questions, which ultimately intertwine with the very concept of democracy: How can citizens participate in political culture when the information they receive through their mass media is molded by corporate and commercial demands? She discusses and analyzes the impact of the consumer imperative on popular news and TV programs and talk shows, the psychology of consumer culture, the differing narratives of the 1992 presidential election, how representations of the Gulf War resembled advertisements, and the overall escalating commercial imperative of the mass media. Andersen has done a splendid job of accessibly presenting to mass audiences and students a subject of enormous gravity—the steady penetration of marketing and advertising strategies into the very fabric of both news and entertainment television.

This fascinating collection analyzes the impact of Western consumer culture on local cultures and consumption in Southeast Europe and East Asia. Cultural, historical, economic and sociopolitical contexts are examined regarding buying behaviors, usage and customization practices and consumer activism, specifically in Bulgaria, Serbia, and Romania as cultures continue to evolve in the post-socialist era, and in China and Japan as a continuation of movements toward modernity and progress. Surprising and thought-provoking contrasts stand out as consumers balance the global with the local in terms of clothing, technology, luxury items, and food. All chapters feature a wealth of empirical and cross-cultural data, and the presentation is framed by Professor Mike Featherstone's theoretical essay on the origins of consumer culture and the consequences of two hundred years of increasing consumption for the human condition and the future of the planet. Included in the coverage: "You are a socialist child like me": Goods and Identity in Bulgaria Consumer Culture from Socialist Yugoslavia to Post-Socialist Serbia: Movements and Moments Preserves Exiting Socialism: Authenticity, Anti-Standardization, and Middle-Class Consumption in Post-Socialist Romania Modernization and the Department Store in Early 20th-Century Japan: Modern Girl and New Consumer Culture Lifestyles A Cultural Reading of Conspicuous Consumption in China Approaching Consumer Culture

broadens the cultural anthropology literature and will be welcomed by Western and Eastern scholars and researchers alike. Its depth and accessibility make it useful to university courses in cultural anthropology, cultural studies, and sociology.

This volume explores the cultural and social values attached to retail selling in various historical contexts and locations. The articles shed light on different aspects of an activity that is both 'mundane' and almost universal: that of selling commodities for a profit. This is a field of study that is of growing interest to scholars from a variety of disciplines, but on which relatively little has yet been published.

Theories of Consumption explores the concept of consumption from the post-disciplinary perspective of cultural studies. John Storey brings together work that up until now has been located in distinct disciplinary spaces including work on reception theory in literary studies and philosophy; work on consumer culture in sociology, anthropology and history; and work on media audiences (both ethnographic and theoretical) in media studies and sociology. Moving beyond the usual analysis of consumer culture, Storey presents a critical assessment of a range of theoretical approaches to the study of consumption. In doing so, he provides an authoritative overview of a significant selection of research and analysis that has explored consumption as an object of study. This book provides an ideal introduction to consumption for students of media and cultural studies and will also be useful for students within a number of other disciplines such as sociology, history, anthropology, cultural geography and both literary and visual studies.

"A thorough and wide-ranging synthetic account of social scientific research on consumption which will set the standard for the second generation of textbooks on cultures of consumption." - Alan Warde, University of Manchester

"The multi-disciplinary nature of the book provides new and revealing insights, and Sassatelli conveys brilliantly the heterogeneity and ambivalent nature of consumer identities, consumer practices and consumer cultures... Newcomers to consumer culture will find this an invaluable primer and introduction to the major concepts and ideas, while those familiar with the field will find Sassatelli's sharp analysis and discussion both refreshing and inspiring." - James Skinner, Journal of Sociology "This is a model of what a text book ought to be. Over the past decade the original debates about consumption have been overlaid by a vast amount of detailed research, and it seems unimaginable that a single text could do justice to all of these. To do so would involve as much a commitment to depth as to breadth. I was quite astonished at how well Sassatelli succeeds in balancing the two... Ultimately, it's the book that I would trust to help people digest what we now have discovered about consumption and start from a much more mature and reflective foundation to consider what more we might yet do." - Daniel Miller, Material World Showing the cultural and institutional processes that have brought the notion of the 'consumer' to life, this book guides the reader on a comprehensive journey through the history of how we have come to understand ourselves as consumers in a consumer society and reveals the profound ambiguities and ambivalences inherent within. While rooted in sociology, Sassatelli draws on the traditions of history, anthropology, geography and economics to provide: a history of the rise of consumer culture around the world a richly illustrated analysis of theory from neo-classical economics, to critical theory, to theories of practice and ritual de-commodification a compelling discussion of the politics underlying our consumption practices. An exemplary introduction to the history and theory of consumer culture, this book provides nuanced answers to some of the most central questions of our time.

"This is an illuminating and topical study, which skilfully blends together theoretical and empirical analysis in search of the "citizen-consumer". It should become a key text for all with an interest in public service reform and the "choice" agenda, as well as consumerism and citizenship' - Ruth Lister, Professor of Social Policy, University of Loughborough Political, popular and academic debates have swirled around the notion of the citizen as a consumer of public services, with public service reform increasingly geared towards a consumer society. This innovative book draws on original research with those people in the front-line of the reforms - staff, managers and users of public services - to explore their responses to this turn to consumerism. Creating Citizen-Consumers explores a range of theoretical, political, policy and practice issues that arise in the shift towards consumerism. It draws on recent controversies about choice to examine the tensions of modernising public services to meet the demands of a consumer society. The book offers a fresh and challenging understanding of the relationships between people and services, and argues for a model based on interdependence, respect and partnership rather than choice. This original book makes a distinctive contribution to debates about the future of public services. It will be of interest to those studying social policy, cultural studies, public administration and management across the social sciences, as well as for those working in public services. John Clarke is a Professor of Social Policy at the Open University. Janet Newman is a Professor of Social Policy at the Open University. Nick Smith is a Research Officer in the Personal Social Services Research Unit at the University of Kent. Elizabeth Vidler is a Project Officer in the Faculty of Social Sciences at the Open University. Louise Westmarland is a Lecturer in Criminology at the Open University.

The Sociology of Consumption: A Global Approach offers college students, scholars, and interested readers a state-of-the-art overview of consumption the desire for, purchase, use, display, exchange, and disposal of goods and services. The book 's global focus, emphasis on social inequality, and analysis of consumer citizenship offer a timely, exciting, and original approach to the topic. Looking beyond the U.S. and Europe, Stillerman engages examples from his and others ' research in Chile and other Latin American countries, Europe, the Middle East, Africa, and East and South Asia to explore the interaction between global and local forces in consumption. The text explores the lived experience of being a consumer, demonstrating how social inequalities based on class, gender, sexuality, race, and age shape consumer practices and identities. Finally, the book uncovers the important role consumption has played in fueling local and international activism. This welcome new book will be ideal for classes on consumer culture across the social sciences, humanities, and marketing.

The three-volume Encyclopedia of Consumer Culture covers consuming societies around the world, from the Age of Enlightenment to the present, and shows how consumption has become intrinsic to the world's social, economic, political, and cultural landscapes. Offering an invaluable interdisciplinary approach, this reference work is a useful resource for researchers in sociology, political science, consumer science, global studies, comparative studies, business and management, human geography, economics, history, anthropology, and psychology. The first encyclopedia to outline the parameters of consumer culture, the Encyclopedia provides a critical, scholarly resource on consumption and consumerism over time. Key topics: Theories and concepts Socio-economic change Socio-demographic change Identity and social differentiation Media Style and taste Mass consumptions Ethical Consumption Civil society Environment Domestic consumption Leisure Technology Work Production Markets Institutions Welfare Urban life "Exploring the process of Iran's modernization through the double lens of domesticity and consumer culture, Pamela Karimi demonstrates the extent to which the Iranian house has served as the place of encounter with the "other" and of reconsideration of the nation as "home." Domesticity and Consumer Culture in Iran examines the interplay between native aspirations, foreign influences, gender roles, consumer culture and women's education as they intersect with taste, fashion, domestic architecture and interior design in modern Iran. Throughout, ideas of consumer culture and gender are at its core, but other important socio-political subjects are examined in order to view Iran's modernization through the prism of its people's private lives. Presenting a new perspective on the 1979 Iranian revolution, re-read vis-a-vis the opinions of Shiite religious scholars, the Left, and the revolutionary elites, this book demonstrates how Iranians have contested the public-private dichotomy as manifested in the Islamic Republic's texts, images, and actual physical spaces"--

[The Oxford Handbook of the History of Consumption](#)

[Modernist Aesthetics and Consumer Culture in the Writings of Oscar Wilde](#)

[Getting and Spending](#)

[Cultures of Selling](#)

[Perspectives on Consumption and Society Since 1700](#)

[Encyclopedia of Consumer Culture](#)

[Literature and Consumer Culture in Germany Before 1933](#)

[The Nineteenth-Century Child and Consumer Culture](#)

[European and American Consumer Societies in the Twentieth Century](#)

[Contemporary Consumer Culture Theory](#)

[The Consumer Culture Theory of Brands](#)

[Culture and Consumption](#)

[Consumer Culture](#)

***The first non-stop rock video channel was launched in the US in 1981. As a unique popular culture form, MTV warrants attention, and in this, the first study of the medium, originally published in 1987, Ann Kaplan examines the cultural context of MTV and its relationship to the history of rock music. The first part of the book focuses on MTV as a commercial institution, on the contexts of production and exhibition of videos, on their similarity to ads, and on the different perspectives of directors and viewers. Does the adoption of adolescent styles and iconography signal an open-minded acceptance of youth's subversive stances; or does it rather suggest a cynicism by which profit has become the only value? In the second part of the book, Kaplan turns to the rock videos themselves, and from the mass of material that flows through MTV she identifies five distinct types of video: the 'romantic', the 'socially conscious', the 'nihilistic', the 'classical', and the 'postmodern'. There are detailed analyses of certain videos; and Kaplan focuses particularly on gender issues in videos by both male and female stars. The final chapter explores the wider implications of MTV. What does the channel tell us about the state of youth culture at the time?***

***This book provides a sociological perspective on fitness culture as developed in commercial gyms, investigating the cultural relevance of gyms in terms of the history of the commercialization of body discipline, the negotiation of gender identities and distinction dynamics within contemporary cultures of consumption. The Oxford Handbook of Consumption consolidates the most innovative recent work conducted by social scientists in the field of consumption studies and identifies some of the most fruitful lines of inquiry for future research. It begins by embedding marketing in its global history, enmeshed in various political, economic, and social sites. From this embedded perspective, the book branches out to examine the rise of consumer culture theory among consumer researchers and parallel innovative developments in sociology and anthropology, with scholarship analyzing the roles that identity, social networks, organizational dynamics, institutions, market devices, materiality, and cultural meanings play across a wide variety of applications, including, but not limited to, brands and branding, the sharing economy, tastes and preferences, credit and credit scoring, consumer surveillance, race and ethnicity, status, family life, well-being, environmental sustainability, social movements, and social inequality. The volume is unique in the attention it gives to consumer research on inequality and the focus it has on consumer credit scores and consumer behaviors that shape life chances. The volume includes essays by many of the key researchers in the field, some of whom have only recently, if at all, crossed the disciplinary lines that this volume has enabled. The contributors have tried to address several key questions: What motivates consumption and what does it mean to be a consumer? What social, technical, and cultural systems integrate and give character to contemporary consumption? What actors, institutions, and understandings organize and govern consumption? And what are the social uses and effects of consumption?***

*By closely examining the interaction between intellectual and material culture in the period before the Nazis came to power in Germany, the author comes to the conclusion that, contrary to widely held assumptions, consumer culture in the Weimar period, far from undermining reading, used reading culture to enhance its goods and values. Reading material was marked as a consumer good, while reading as an activity, raising expectations as it did, influenced consumer culture. Consequently, consumption contributed to the diffusion of reading culture, while at the same time a popular reading culture strengthened consumption and its values. The question of consumption emerged as a major focus of research and scholarship in the 1990s but the breadth and diversity of consumer culture has not been fully enough explored. The meanings of consumption, particularly in relation to lifestyle and identity, are of great importance to academic areas including business studies, sociology, cultural and media studies, psychology, geography and politics. The SAGE Handbook of Consumer Culture is a one-stop resource for scholars and students of consumption, where the key dimensions of consumer culture are critically discussed and articulated. The editors have organised contributions from a global and interdisciplinary team of scholars into six key sections: Part 1: Sociology of Consumption Part 2: Geographies of Consumer Culture Part 3: Consumer Culture Studies in Marketing Part 4: Consumer Culture in Media and Cultural Studies Part 5: Material Cultures of Consumption Part 6: The Politics of Consumer Culture Brands are components of consumer discourse. Marketers create them as devices to sell their products or services. However, once brands are marketed, they belong to consumers, because the latter confer relevance or recognition upon them. Brand viability depends upon significance to consumers and their brand use. This book explains what brands mean to consumers, and how they use brands for their own purpose of conveying that meaning to others. It illuminates not only how consumers use brands to communicate, but also how advertising has become an integral component of the cultural communication system that is consumption.*

*"This book overturns the conventional thinking about organization and identity and puts in its place a wholly new theoretical synthesis. It is not just an extraordinarily incisive commentary on modern life but it is also a key to thinking about identity in new ways which will prove an indispensable guide as we move beyond social constructionism. Remarkable." - Nigel Thrift, Vice-Chancellor, The University of Warwick "I have to say that as usual I find very refreshing Paul du Gay's courageous and unconventional approach, a clarity of vision that I find very appealing." - Professor Marilyn Strathern, University Of Cambridge Like many other popular academic terms, 'identity' has been asked to do so much work that it has often ended up doing none at all and, as a consequence, there has been a recent turn away from identity work. In this book, Paul du Gay moves identity theory in a new direction, offering a distinctive approach to studying how persons - human and non human - are put together or assembled: how their 'identities' are formed. He does through an engagement with a range of work in the social sciences, humanities and in organization studies which privileges the business of description over metaphysical speculation and epochalist assertion. At the heart of the book is an approach to the material-cultural making up of 'persons' that involves a shift away from general social and cultural accounts concerning the formation of 'subjectivity' and 'identity' towards an understanding of the specific forms of personhood that individuals acquire through their immersion in and subjection to particular normative and technical regimes of conduct. The book is written for postgraduate students and researchers interested in debates about identity, subjectivity and personhood in a range of disciplines – especially those in sociology, social anthropology, geography, and organization and management studies.*

*Canonical Authors in Consumption Theory is the first work to compile the contributions of the greatest social thinkers in the global conversation about consumption and consumer culture. A prestigious reference work, it offers original chapters by the world's most prominent thought leaders and surveys how the work of historical theorists has influenced and shaped consumption theory, both through history and at the cutting edge of research. Consumption is at the core of contemporary lifestyles, of political successes and failures and of discussions around sustainability and environmental change. Contemporary consumer culture shapes modern identities, and is the engine of the globalizing capitalist economy. Still, most social theorizations over the last century and a half have addressed production processes rather than consumption processes. This is about to change. Studies of consumption play an increasing role as a topic and a domain of study in marketing, anthropology, sociology and cultural studies. Currently, there is no single compilation that systematically links scholarly work published by the greatest social thinkers of the last 150 years to the understanding of contemporary consumer society. This book provides a solid framework for understanding the relevance of these canonical authors in social theory to facilitate analysis of consumer culture, and to act as a comprehensive reference point for consumer researchers, doctoral students and practitioners.*

*Contemporary Consumer Culture Theory contains original research essays written by the premier thought leaders of the discipline from around the world that reflect the maturation of the field Customer Culture Theory over the last decade. The volume seeks to help break down the silos that have arisen in disciplines seeking to understand consumer culture, and speed both the diffusion of ideas and possibility of collaboration across frontiers. Contemporary Consumer Culture Theory begins with a re-evaluation of some of the fundamental notions of consumer behaviour, such as self and other, branding and pricing, and individual vs. communal agency then continuing with a reconsideration of role configurations as they affect consumption, examining in particular the ramifications of familial, gender, ethnic and national aspects of consumers' lived experiences. The book move on to a reappraisal of the state of the field, examining the rhetoric of inquiry, the reflexive history and critique of the discipline, the prospect of redirecting the effort of inquiry to practical and humanitarian ends, the*

*neglected wellsprings of our intellectual heritage, and the ideological underpinnings of the evolving construction of the concept of the brand. Contemporary Consumer Culture Theory is a reflective assessment, in theoretical, empirical and evocative keys, of the state of the field of consumer culture theory and an indication of the scholarly directions in which the discipline is evolving providing reflection upon a rapidly expanding discipline and altered consumption-scapes by some of its prime movers.*

[Consumer Culture Theory](#)

[Creating Citizen-Consumers](#)

[Retromania, Neo-Burlesque, and Consumer Culture](#)

[The Oxford Handbook of Consumption](#)

[Approaching Consumer Culture](#)

[Consumer Culture And Tv Programming](#)

[Rocking Around the Clock](#)

[History, Theory and Politics](#)

[As a Way of Life](#)

[China Made](#)

[Consumer Culture, Branding and Identity in the New Russia](#)

[Crime, Gender and Consumer Culture in Nineteenth-Century England](#)

[The Search for the 'Good Life' and the 'Body Perfect'](#)

This book provides an introduction to the historical and theoretical foundations of consumerism. It then moves on to examine the experience of consumption in the areas of space and place, technology, fashion, 'popular' music and sport. Throughout, the author brings a critical perspective to bear upon the subject, thus providing a reliable and stimulating guide to a complex and many-sided field.

The United States has been near the forefront of global consumption trends since the 1700s, and for the past century and more, Americans have been the world's foremost consuming people. Informed and inspired by the literature from consumer culture theory, as well as drawing from numerous studies in social and cultural history, *A History of American Consumption* tells the story of the American consumer experience from the colonial era to the present, in three cultural threads. These threads recount the assignment of meaning to possessions and consumption, the gendered ideology and allocation of consumption roles, and resistance through anti-consumption thought and action. Brief but scholarly, this book provides a thought provoking, introduction to the topic of American consumption history informed by research in consumer culture theory. By examining and explaining the core phenomenon of product consumption and its meaning in the changing lives of Americans over time, it provides a valuable contribution to the literature on the subjects of consumption and its causes and consequences. Readable and insightful, it will be of interest to scholars and advanced students in consumer behaviour, advertising, and marketing and business history.

Outlining the key themes, concepts and theoretical areas in the field, this book draws on contributions from prominent researchers to unravel the complexities of consumer culture by looking at how it affects personal identity, social interactions and the consuming human being. A field which is characterised as being theoretically challenging is made accessible through learning features that include case study material, critical reflection, research directions, further reading and a broad mix of the types of consumers and consumption contexts including emerging markets and economies. The structure of the book is designed to help students map the field in the way it is interpreted by researchers and follows the conceptual mapping in the classic Arnould & Thompson 2005 journal article. The book is organised into three parts - the Consumption Identity, Marketplace Cultures and the Socio-Historic Patterning of Consumption. Insight is offered into both the historical roots of consumer culture and the everyday experiences of navigating the contemporary marketplace. The book is supported by a collection of international case studies and real world scenarios, including: How Fashion Bloggers Rule the Fashion World; the Kendall Jenner Pepsi Commercial; Professional Beer Pong, Military Recruiting Campaigns, The World Health Organization and the Corporatization of Education. The go-to text for anyone new to CCT or postgraduate students writing a CCT-related thesis.

Charts the rise of consumerism and the new cosmopolitan material cultures that took shape across the globe from 1500-1820.

Implicit within claims that society itself is in some sense postmodern is an argument about the priority of consumption as a determinant of everyday life. In this view, mass media advertising and market dynamics lead to a constant search for new fashions, new styles, new sensations and experiences. Material goods are consumed as 'communicators'; they are valued as signifiers of taste and of lifestyle. This volume examines the viability of this portrait of contemporary society. Mike Featherstone explores the roots of consumer culture, how it is defined and differentiated and the extent to which it represents the arrival of a 'postmodern' world. He examines the theories of consumption and postmodernism among contemporary social theorists such

[Global Trade and the Transformation of Consumer Cultures](#)

[Death in a Consumer Culture](#)

[Consumer Culture, Identity and Well-Being](#)

[Chinese Medicine Men](#)

[Revolutionary Nostalgia](#)

[Global Flows and Local Contexts](#)

[Domesticity and Consumer Culture in Iran](#)

[Threads of Meaning, Gender, and Resistance](#)

[Persons and Organizations after theory](#)