

Consumer Culture Modernity And Identity

Many contemporary issues cannot be readily or fully understood at the level of the nation state and the concept of globalization is used to develop understanding through the analysis of global (transnational) processes. This volume explores the phenomenon of Americanization, and its worldwide impact, and the cultural consequences of globalization.

Since the 1970s, the literary and cultural politics of the turn-of-the-century New Woman have received increasing academic attention. Whether she is seen as the emblem of sexual anarchy, an agent of mediation between mass market and modernist cultures, or as a symptom of the consolidation of nineteenth and early twentieth-century political liberation movements, the New Woman represents a site of cultural and socio-political contestation and acts as a marker of modernity. This book explores the diversity of meanings ascribed to the New Woman in the context of cultural debates conducted within and across a wide range of national frameworks including the UK, Canada, North America, Europe, and Japan. The key concept of 'hybridities' is used to elucidate the national and ethnic multiplicity of the 'modern woman' as well as to locate this figure both within international consumer culture and within feminist writing. The book is structured around four key themes. 'Hybridities' examines the instabilities of New Woman identities and discourses in relation to both national/ethnic contexts and the

textual parameters of New Woman writings. 'Through the (Periodical) Looking Glass' is concerned with the periodical press and its production and circulation of New Woman images. 'Feminist Counter Cultures?' interrogates feminist efforts to influence and shape this process by mimicking or subverting dominant models of representation and by establishing alternative spaces for the articulation of New Woman subjectivities. 'Race and the New Woman' inspects white New Women's investment in hegemonic racial discourses, looking at the way in which black and non-Western women inserted liberationist discourses into the New Woman debate. This book will be essential reading for advanced students and researchers of American Studies, Women's Studies, and Women's History.

?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.

The restaurant, like so many of the institutions of French modern society, developed at a very particular moment in history. In this project, I tell the story of the maturation of the restaurant and study its unique role in the social history of Paris during the nineteenth century. By examining the restaurant as a site of modernity, I illuminate its important role in precipitating class distinctions, locating the emerging consumer culture, highlighting gender differentiation, challenging prevailing views of domesticity, and revealing a debate over public and private space.

"This study shows how goods and consumption embodied modernity in the time of Porfirio Dâiaz. Through case studies of tobacco marketing, department stores,

literaturwissenschaftlichen Diskussionen zur Konsumkultur trotz seiner themenbezogenen Relevanz keine adäquate Berücksichtigung fand. Der Begriff der Konsumkultur als interdisziplinäres Problem wird nicht als gegeben verstanden und ausführlich definiert. Die soziokulturelle Entwicklung wird im Rahmen von F. Scott Fitzgeralds *The Great Gatsby* (1925) und Bret Easton Elliss *American Psycho* (1991) nachvollzogen, da beide Werke ihre Hauptdarsteller anhand ihrer sozialen Herkunft, ihrer sozialen Milieus und ihres Konsums als stereotypische Vertreter der jeweiligen Epoche charakterisieren und versinnbildlichen. In beiden Werken wird der jeweilige kulturelle Hintergrund – das amerikanische Jazz Age sowie die Reagan Administration mit ihrer Yuppie Kultur – äußerst kritisch abgehandelt. Eine vergleichende Analyse beider Werke in Bezug auf die gravierende Entwicklung ihrer literarischen Darstellung von Konsum im Verlauf des 20. Jahrhunderts unter kritischer Berücksichtigung des jeweiligen volkswirtschaftlichen, politischen und gesellschaftlichen Hintergrunds wurde in dieser Form noch nicht veröffentlicht. Ein Fokus dieser Arbeit betrifft die Zwischenkriegszeit in Jahren von 1920 bis 1930, da diese Dekade maßgebend war für den epochalen Wandel der amerikanischen Klassen- hin zu einer Konsumgesellschaft und des amerikanischen Lebensstils zum Ende der 1980er Jahre. Detailliert betrachtet werden in diesem Zusammenhang konkrete

Konsumverstärker wie fortschreitende Technologien, Entwicklungen zu Mode- und Freizeitbranchen, finanzielle Marktentwicklungen und der geografische Wandel. Die Entstehung der World Trade Organisation symbolisiert letztendlich den Sieg von Demokratie und amerikanisierter, globaler Konsumkultur. Anhand der genannten Werke wird nicht nur der Umgang mit Konsum interpretiert, sondern auch dessen Versprechen, die propagierende Darstellung des amerikanischen Traumes, die eine gravierende Veränderung hin zum kapitalistischen Materialismus aufzeigt.

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. The three-volume set CCIS 1419, CCIS 1420, and CCIS 1421 contains the extended abstracts of the posters presented during the 23rd International Conference on Human-Computer Interaction, HCII 2021, which was held virtually in July 2021. HCII 2021 received a total of 6326 submissions, of which 1439 papers and 238 posters were accepted for publication in the pre-conference proceedings after a careful reviewing process. The 238 poster papers presented in these three volumes are organized in topical sections as follows: Part I: HCI theory and methods; perceptual, cognitive and psychophysiological aspects of interaction; designing for children; designing for older people; design case studies; dimensions of user experience; information, language, culture and media. Part II: interaction methods and techniques; eye-tracking and facial expressions recognition; human-robot interaction; virtual, augmented and mixed reality; and privacy issues in HCI; AI and machine learning in HCI. Part III: interacting and learning; interacting and playing; interacting and driving; digital wellbeing, eHealth and mHealth; interacting and shopping; HCI, safety and

sustainability; HCI in the time of pandemic. Chapter "X-8": an Experimental Interactive Toy to Support Turn-Taking Games in Children with Autism Spectrum Disorders" is published open access under a CC BY license (Creative Commons Attribution 4.0 International License).

This book examines the encounter between Impressionist painting and Parisian consumer culture. Its analysis of Impressionist paintings depicting women as consumers, producers, or sellers in sites such as the millinery boutique, theater, opera, café-concert and market revises our understanding of the representation of women in Impressionist painting, from women's exclusion from modernity to their inclusion in its public spaces, and from the privileging of the male gaze to a plurality of gazes. Ruth E. Iskin demonstrates that Impressionist painting addresses and represents women in active roles, and not only as objects on display, and probes the complex relationship between the Parisienne, French fashion, and national identity. She analyzes Impressionist representations of commodity displays and of signs of consumer culture such as advertising and shop fronts in views of Paris. Incorporating a wide range of nineteenth-century literary and visual sources, Iskin situates Impressionist painting in the culture of consumption and suggests new ways of understanding the art and culture of nineteenth-century Paris. Ruth E. Iskin holds a PhD from UCLA. She has

received the Andrew W. Mellon fellowship at the Penn Humanities Forum. Her publications include essays in *The Art Bulletin*, *Discourse*, and *Nineteenth-Century Contexts*. She teaches art history and visual culture at the Ben-Gurion University of the Negev in Israel.

Though the relationship of modernist writers and artists to mass-marketplaces and popular cultural forms is often understood as one of ambivalence if not antagonism, *Modernism and the Marketplace* redirects this established line of inquiry, considering the practical and conceptual interfaces between literary practice and dominant economic institutions and ideas.

City Limits contributes to a growing body of work under the umbrella of 'cultural criminology', which attempts to bring an appreciation of cultural change to an understanding of crime in late modernity (Hayward and Young 2004). Hayward presents an ambitious theoretical analysis that attempts to inspire a 'cultural approach' to understanding the 'crime-city nexus' and, in particular, to re-address 'strain' and the concept of 'relative deprivation' in the context of a culture of consumption. The book incorporates an impressive array of literature from beyond the boundaries of traditional criminology - including urban studies, social theory and, most strikingly, from art and architectural criticism - illustrating a multidisciplinary approach. This provides for a challenging and enlightening read,

with a particularly important emphasis on the impact of consumer culture on the lived urban experience and spatial dynamics of the city and, in turn, for an understanding of transgression and criminality. Runner-up for the British Society of Criminology Book Prize (2004).

With the advent of liquid modernity, the society of producers is transformed into a society of consumers. In this new consumer society, individuals become simultaneously the promoters of commodities and the commodities they promote. They are, at one and the same time, the merchandise and the marketer, the goods and the travelling salespeople. They all inhabit the same social space that is customarily described by the term the market. The test they need to pass in order to acquire the social prizes they covet requires them to recast themselves as products capable of drawing attention to themselves. This subtle and pervasive transformation of consumers into commodities is the most important feature of the society of consumers. It is the hidden truth, the deepest and most closely guarded secret, of the consumer society in which we now live. In this new book Zygmunt Bauman examines the impact of consumerist attitudes and patterns of conduct on various apparently unconnected aspects of social life politics and democracy, social divisions and stratification, communities and partnerships, identity building, the production and use of knowledge, and value

preferences. The invasion and colonization of the web of human relations by the worldviews and behavioural patterns inspired and shaped by commodity markets, and the sources of resentment, dissent and occasional resistance to the occupying forces, are the central themes of this brilliant new book by one of the worlds most original and insightful social thinkers.

This book provides a comprehensive introduction to the issues, concepts and theories through which people have tried to understand consumer culture throughout the modern period, and puts the current state of thinking into a broader context. Thematically organized, the book shows how the central aspects of consumer culture - such as needs, choice, identity, status, alienation, objects, culture - have been debated within modern theories, from those of earlier thinkers such as Marx and Simmel to contemporary forms of post-structuralism and postmodernism. This approach introduces consumer culture as a subject which - far from being of narrow or recent interest - is intimately tied to the central issues of modern times and modern social thought. With its reviews of major theorists set within a full account of the development of the subject, this book should be of interest to undergraduate and postgraduate students in the many disciplines which now study consumer culture, including communications and cultural studies, anthropology and history.

File Type PDF Consumer Culture Modernity And Identity

Presenting an overview of an emerging field in the study of contemporary religion, this book, together with a complementary volume *Religion in the Neoliberal Age*, explores issues of religion, neoliberalism and consumer society. Claiming that we have entered a new phase that implies more than the recasting of state-religion relations, the authors examine how religious changes are historically anchored in modernity but affected by the commoditization, mediatization, neoliberalization and globalization of society and social life. *Religion in Consumer Society* explores religion as both shaped by consumer culture and as shaping consumer culture. Following an introduction which critically analyses studies on consumer culture and integrates scholarship in the sociology of religion, this book explores the following topics: how consumerism and electronic media have shaped globalized culture, and how this is affecting religion; the dynamics and characteristics of often overlooked middle-class religion, and how these relate to globalization and differences between 'developed' and 'emerging' countries; emerging trends, and how we understand phenomena as different as mega churches and holistic spiritualistic journeys, and how the pressures of consumer culture act on religious traditions, indigenous and exogenous; the politics of religious phenomena in the Age of Neoliberalism; and the hybrid areas emerging from these reconfigurations of religion and the market. Outlining changes in both the political-institutional and cultural spheres, the contributors offer an international overview of developments in different countries and state of the art representation of religion in the new global political economy.

Social Psychology and Theories of Consumer Culture: A Political Economy Perspective presents a critical analysis of the leading positions in social psychology from the perspective of classical and contemporary theories of consumer culture. The analysis seeks to expand social

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psychological theory by focusing on the interface between modern western culture (consumer culture) and social behaviour. McDonald and Wearing argue that if social psychology is to play a meaningful role in solving some of society's most pressing problems (e.g. global warming, obesity, addiction, alienation, and exclusion) then it needs to incorporate a more comprehensive understanding and analysis of consumer culture. Wide-ranging and challenging, the book offers a fresh insight into critical social psychology appropriate for upper undergraduate and postgraduate courses in personality, social psychology, critical and applied psychology. It will also appeal to those working in clinical, counselling, abnormal, and environmental psychology and anyone with an interest in the integration of social psychology and theories of consumer culture.

From its sweaty beats to the pulsating music on the streets, Latin/o America is perceived in the United States as the land of heat, the toy store for Western sex. It is the territory of magical fantasy and of revolutionary threat, where topography is the travel guide of desire, directing imperial voyeurs to the exhibition of the flesh. Jose Quiroga flips the stereotype upside down: he shows how Latin/o American lesbians and gay men have consistently eschewed notions of sexual identity for a politics of intervention. In *Tropics of Desire*, Quiroga reads hesitant Mexican poets as sex-positive voices, he questions how outing and identity politics can fall prey to the manipulations of the state, and explores how invisibility has been used as a tactical tool in opposition to the universal imperative to come out. Drawing on diverse cultural examples such as the performance of bolero and salsa, film, literature, and correspondence, and influenced by masters like Roland Barthes, Walter Benjamin and a rich tradition of Latin American stylists, Quiroga argues for a politics that denies biological determinism and

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cannibalizes cultural stereotypes for the sake of political action.

Media education for digital citizenship is predicated upon the ability to access, analyze, evaluate and produce media content and communication in a variety of forms. While many media literacy approaches overemphasize the end-goal of accessing digital media content through the acquisition of various technology, software, apps and analytics, this book argues that the goals for comprehensive and critical digital literacy require grasping the means through which communication is created, deployed, used, and shared, regardless of which tools or platforms are used for meaning making and social interaction. Drawing upon the intersecting matrices of digital literacy and media literacy, the volume provides a framework for developing critical digital literacies by exploring the necessary skills and competencies for engaging students as citizens of the digital world.

A challenging new theoretical approach to the study of consumption and identity.

'Consumer Culture, Modernity and Identity' offers analysis of articulation of consumer culture and modernity in everyday lives of people in a transnational framework. It pursues three broad themes: lifestyle and construction of modern identity; fashion and identity; and subaltern concerns and moral subjectivities. It juxtaposes empirical studies with theoretical traditions in addressing questions such as: How do people imagine modernity and identity in consumer culture? What does modernity or 'being modern' mean to people in different societies? Are modernity and tradition antithetical to or develop an interface with each other?

This book investigates the intersection between consumption, identity and Jewish history in Europe.

Offers a clear overview of the analysis of identity in the social sciences, and in so doing seeks

to develop a new agenda for identity-studies in the twenty-first century. Anthony Elliott, Flinders University, Australia.

With the chick flick arguably in decline, film scholars may well ask: what has become of the woman's film? Little attention has been paid to the proliferation of films, often from the independent sector, that do not sit comfortably in either the category of popular culture or that of high art—films that are perhaps the corollary of the middle-brow novel, or "smart-chick flicks". This book seeks to fill this void by focusing on the steady stream of films about and for women that emerge out of independent American and European cinema, and that are designed to address an international female audience. The new woman's film as a genre includes narratives with strong ties to the woman's film of classical Hollywood while constituting a new distinctive cycle of female-centered films that in many ways continue the project of second-wave feminism, albeit in a modified form. Topics addressed include: *The Bridges of Madison County* (Clint Eastwood, 1995); the feature-length films of Nicole Holofcener, 1996-2013; the film roles of Tilda Swinton; *Rachel Getting Married* (Jonathan Demme, 2008); *Blue Jasmine* (Woody Allen, 2013); *Frances Ha* (Noah Baumbach, 2012), *Belle* (Amma Asante, 2013), *Fifty Shades of Grey* (Sam Taylor-Johnson, 2015) and Jane Campion's *Top of the Lake* (Sundance Channel, 2013-).

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.

In the post-socialist countries, the subject of consumption has not received sufficient attention from the perspective of Consumer Culture Theory. The opinion has long prevailed among the

majority of social scientists from this region that consumer society and consumptive behaviour is a socially destructive phenomenon and one of the main causes of problems in contemporary society. This impression has prevented them from scrutinizing the symbolic dimension of consumption and led them to a critical analysis of the social causes and environmental consequences of excessive consumption. The examination of symbolic aspects of consumer culture or the mutual interaction of culture and marketing communication, for example, have remained outside the realm of academic interest. The absence of comprehensive academic interest in the topic of consumer culture does not, however, mean that consumer culture is not a subject of research. Such research, instead, takes place outside of the sphere of the university in the commercial sector and is primarily focused on issues of how to successfully sell products and services. Due to competitive concerns, commercial research into consumer culture has led to the privatization of its results, which runs contrary to the ideal of science as an open and critical project. The goal of this book is to create a counterbalance to this “science in the shadows” and overcome the mutual distrust between the academic and commercial spheres and make possible the transfer of recent discoveries between the two parties. This publication is dedicated to the exploration of three areas of consumer culture: research on consumer culture and consumer behaviour in post-socialist countries (especially in the Czech Republic), new developments in the theory of consumer culture and innovative methodological approaches to its research and, finally, to recent criticism of consumer culture and consumerism. It emerged from the collaboration of a team of authors made up of leading European researchers in the field of consumer culture, such as Kate Soper (London Metropolitan University), Franz Liebl (Berlin University of the Arts) and Rainer Gries (University

File Type PDF Consumer Culture Modernity And Identity

of Vienna), as well as promising young scholars from the Czech Republic, Great Britain, Sweden, Serbia, Poland and Portugal. This book will be of great interest to students and scholars of sociology, cultural studies, marketing and market research.

In *Culture, Modernity and Revolution* a group of distinguished sociologists and social philosophers reflect upon the major concerns of Zygmunt Bauman. Their essays not only honour the man, but provide important contributions to the three interlinked themes that could be said to form the guiding threads of Bauman's life work: power, culture and modernity. *Culture, Modernity and Revolution* is both a remarkable sociological commentary on the problems facing East-Central Europe and an exposition of some of the key, hitherto neglected, features of the modern cultural universe.

Alphabetically arranged entries offer a comprehensive overview of the definitions, politics, manifestations, concepts, and ideas related to identity.

This book offers a distinctive introduction to understanding the position of sport in consumer society. Drawing on recent developments in sociological theory and research, particularly in relation to debates about culture and consumption, the book examines how sport - as both recreational practice and commercial spectacle - has become more central to the capitalist 'economies of signs and space'. Containing up-to-date research findings and identifying key issues in the study and politics of sport in consumer culture, this is essential reading for all students seeking to broaden their understanding of sport in society.

This book offers analysis of articulation of consumer culture and modernity in everyday lives of people in a transnational framework. It pursues three broad themes: lifestyle choices and construction of modern identities; fashion and advertising; and subaltern concerns and moral

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subjectivities. It juxtaposes empirical studies with theoretical traditions in addressing questions such as: How do people imagine modernity and identity in consumer culture? What does modernity or 'being modern' mean to people in different societies? Are modernity and tradition antithetical to or develop an interface with each other? The chapters in the book trace manifestations and trajectories of consumer culture and modernity as they connect to develop a sense of renewed identity.

"Tell me what you eat, I'll tell you who you are," said Anthelme Brillat-Savarin. Today, "You are what you consume" is more apt. Barbara Krueger's ironic twist of Descartes - "I shop therefore I am" - has lost its irony. Such phrases have become commonplace descriptions of our identity in the contemporary world. In our materialistic world it seems as if there is no debate that our consumption behaviour is fused with our self-identity - shaping it, changing it and often challenging it. The Routledge Companion to Identity and Consumption introduces the reader to state-of-the-art research, written by the world's leading scholars regarding the interplay between identity and consumption. The book addresses the diverse issues regarding the ways identity affects our consumption behaviour and vice-versa and in doing so, presents a broad perspective on the dynamics of self-identity and consumption. With chapters discussing the theory, research and practical implications of these dynamics, including the way they change across our life span and their expression within different social, cultural and religious contexts, this book will be a valuable reference source for students and academics from a variety of disciplines.

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 as Bourdieu, Baudrillard, Lyotard and Jameson and relates these to the actual nature of contemporary consumer culture.

Undoing Culture is a notable contribution to our understanding of modernism and postmodernism. It explores the formation and deformation of the cultural sphere and the effects on culture of globalization.

This book is a collection of essays intended to communicate effectively the current state of knowledge in comparative sociology, the major aim of which is to identify similarities and differences between and among societies. Forty significant biographies are included.

Significant to Dunn's critique of poststructuralist and postmodern theories is his application of George Herbert Mead as a means of theorizing identity and difference. The focus on postmodernity, rather than postmodernism grounds his analysis of identity and difference both materially and socially.

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