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(Postmodern Social Futures)

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New Forms of Consumption



CONSUMERS, CULTURE,
AND COMMODIFICATION

Edited by Mark Gottdiener

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From Rowman Littlefield Publishers : New Forms of Consumption: Consumers, Culture, and Commodification (Postmodern Social Futures) before purchasing it in order to gage whether or not it would be worth my time, and all praised New Forms of Consumption: Consumers, Culture, and Commodification (Postmodern Social Futures):

Consumption as a field of cultural studies overlaps with theories of postmodernism, the social construction of self, commodification in late capitalism, and the role of mass media in daily life. New forms of consumption such as those facilitated by cyberspace, themed environments, the commodification of sex, and the increasing role of leisure in society all play new and interesting roles in daily life that combine consumerism with the most contemporary social forms. This collection of essays examines the recent ways in which consumerism has been approached by cultural studies with special emphasis given to these and other newly emerging topics. The book is divided into three parts. The first part provides a theoretical overview of consumption studies dealing with classical and more contemporary approaches in light of the debate between advocates and critics of postmodernism. In this section there are papers on McDonaldization, tourism and cultural studies, and the Theory of Shopping. The second part emphasizes empirical studies of the commodification process. Papers address the transformation of women's bodies and the mass commodification of milk, the creation of the toddler as a subject and the commodification of childhood, the commodification of sports, and the commodification of rock music. The third section of the book explores new forms of consumption on a more detailed and concentrated level. Papers in this section include the rise of sex tourism as a global industry, the commodification of the sacred, and the emergence of new consumer spaces in the city. An introduction by the editor delineates the advantages of his approach to new forms of consumption based squarely in the emerging issues of cultural studies, debates transcending postmodernism, and the society of the spectacle.

There is easily a large enough range here to ensure that students have a different topic to engage with interestingly each week of the semester. (Social Forces) *New Forms of Consumption* engages the explosion of commodities and consumerism in the present era. Mark Gottdiener provides an excellent overview of classical and contemporary perspectives on consumption while his contributors provide an array of theoretical approaches and case studies that illuminate fields of consumption from McDonald's to mass tourism to sports, rock culture, and shopping. (Douglas Kellner, UCLA; author of *Media Culture and Media Spectacle* and *the Crisis of Democracy*) About the Author Mark Gottdiener is professor of sociology at the State University of New York, Buffalo.