

An All-consuming Century Why Commercialism Won In Modern

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the victory of consumerism in america was not a foregone conclusion the united states has traditionally been home to the most aggressive and thoughtful critics of consumption such as puritanism and prohibition this work offers a history of how market forces came to dominate american life

for 25 years now the right has been successfully using the rhetoric of freedom and democracy to build support for the politics of wealth and privilege it has traveled a long way from earlier appearances as the marginalized defender of an idle and backward looking upper crust and the patriotic champion of an aggrieved and ignored minority the right has dominated national politics because it has taken advantage of opportunity with patient organizing and close attention to a distinct set of core ideas as the right rose to power it constructed a formidable mass base built an impressive set of institutions and developed a coherent ideology that was not afraid to address american politics everything that the right has to say about world affairs authority race morality the state and the economy though has served a single core project above all else the right has sought to eliminate social equality as a legitimate aim of public policy its success in doing so has facilitated one of the most dramatic undemocratic and dangerous transfers of wealth and power in recent american history in this bold new book political scientist john ehrenberg critically analyzes the rise of an ideologically coherent right he dissects their themes of military weakness moral decay racial anxiety and hostility to social welfare to reveal their central organizing objective of protecting wealth and assaulting equality undemocratic and dangerous transfers of wealth and power in recent american history in this bold new book political scientist john ehrenberg critically analyzes the rise of an

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white spot a popular bc restaurant chain solicits hamburger concepts from third and fourth grade students and one of the student s ideas becomes a feature on the kids menu home depot donates playground equipment to an elementary school and the ribbon cutting ceremony culminates in a community swathed in corporate swag temporary tattoos and a new home depot song written by a teacher and sung by the children kindergarten students return home with a school district prescribed dental hygiene flyer featuring a maze leading to a tube of crest toothpaste schools receive five cents for each flyer handed to a student while commercialism has existed in our schools for over a century the corporate invasion of our schools reached unprecedented heights in the 1990s and 2000s after two decades of federal funding cuts and an increasing tendency to apply business models to the education system constant cutbacks have left school trustees administrators teachers and parents with difficult decisions about how to finance programs and support students meanwhile studies on the impact of advertising and consumer culture on children make clear that the effects are harmful both to the individual child and the broader culture captive audience explores this compelling history of branding the classroom in canada

in sharp contrast to many 1960s science fiction films with idealized views of space exploration ridley scott s alien 1979 terrified audiences depicting a harrowing and doomed deep space mission the alien films launched a new generation of horror set in the great unknown inspiring filmmakers to take earth bound franchises like leprechaun and friday the 13th into space this collection of new essays examines the space horror subgenre with a focus on such films as paul w s anderson s event horizon duncan jones moon mario bava s planet of the vampires and john carpenter s ghosts of mars contributors discuss how filmmakers explored the concepts of the final girl survivor the uncanny valley the isolationism of space travel religion and supernatural phenomena

the great american makeover is a collection of essays that explore the american makeover mythos that has been recently repackaged in the form of popular makeover television programs such as extreme makeover the swan supernanny and queer eye for the straight guy

the process of producing goods and services is relatively easy to recognize as socially beneficial but television ads telemarketers jingles junk mail it is popular to view these commercial activities as inherently wasteful or

manipulative marginally informative or entertaining at best in selling the dream john hood takes the provocative stand that advertising images and sales pitches are actually part of the goods and services themselves delivering an essential component of the consumer s experience as such they are inextricably linked to the basic tenets of the free market system and in the boldest of terms hood argues that commercial communication is morally consistent with the principles of our democratic society including freedom of choice competition and innovation tracing the history of advertising from ancient roman times to the present he offers a colorful account of advertising in its cultural context and addresses such controversial issues as the promotion of harmful and immoral products such as alcohol and tobacco marketing to children the role of advertising in service industries such as health care and education and the impact of the internet and other new media on the conduct of commerce in the process he offers a compelling perspective on advertising and its essential role in business communication and popular culture

the spaces people share the changing social geography of american life sandra opdycke drowning in pictures kenneth cmiel popular music and technology tom collins bringing it home children technology and family in the postwar world paula s fass the culture of work mark c carnes the military sport and warrior culture donald j mrozek death mourning and memorial culture michael sherry the commerce of culture and criticism george cotkin domestic containment the downfall of postwar idealism and left dissent 1945 1950 richard lingeman without restraint scandal and politics in america julian e zelizer television democracy and presidential politics rick shenkman gender and the transformation of politics susan hartmann which sides are you on religion sexuality and culture war politics david t courtwright the new alchemy technology consumerism and environmental advocacy andrew kirk citizenship and the problem of desire in the postwar labor and civil rights movements thaddeus russell what price victory american intellectuals and the problem of cold war democracy michael e latham managerial capitalism contested government policy culture and corporate investment tony a freyer federal education policy and politics maris a vinovskis

this book is the first comprehensive history of consumerism as an organised social and political movement matthew hilton offers a groundbreaking account of consumer movements ideologies and organisations in twentieth century britain he argues that in organisations such as the co operative movement and the consumers association individual concern with what and how we spend our wages led to forms of political engagement too often overlooked in existing accounts of twentieth century history he explores how the consumer and consumerism came to be regarded by many as a third force in society with the potential to free politics from the perceived stranglehold of the self interested actions of employers and trade unions finally he recovers the visions of countless consumer activists who saw in consumption a genuine force for liberation for women the working class and new social movements as well as a set of ideas often deliberately excluded from more established political organisations

yankee don t go home mexican nationalism american business culture and the shaping of modern mexico 1920 1950

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