

An All-consuming Century Why Commercialism Won In Modern

An All-consuming Century Rese□a de "An all consuming century Horror in Space Servants of Wealth The Great American Makeover Gender, Race, and Social Identity in American Politics Selling the Dream No Right Turn Consumerism in Twentieth-Century Britain The Motor World Entertainment and Society Consuming Class, Buying Identity Motoring and Boating Graphite Technology and Culture The New Republic State of the World The History of Marketing Thought Encyclopedia of Recreation and Leisure in America Contagion Gary S. Cross Fátima Milnitzky Michele Brittany John Ehrenberg D. Heller Lori L. Montalbano John M. Hood David T. Courtwright Matthew Hilton Shay Sayre Mary Rizzo Herbert David Croly Mark Tadajewski Gary S. Cross

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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

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

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 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 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 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

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

gender race and social identity in american politics the past and future of political access explores the ways in which cultural expression is represented in american politics as it intersects with issues of gender race and the construction of social identity specifically this body of work examines how representations in the media and larger culture can establish and diminish the status of diverse communities of american politicians contributors analyze the rhetorical and performative changes

that have occurred in america as it has shifted politically from growing acceptance and tolerance to an obscure and often hostile conservative ideology this book contributes to the growing dialogue surrounding american politics by citing specific cases of gender and race based infringements of the current political system as purported by media and party players this book will be especially useful to scholars of political science media studies gender studies and critical race studies

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

few question the right turn america took after 1966 when liberal political power began to wane but if they did no right turn suggests they might discover that all was not really right with the conservative golden age a provocative overview of a half century of american politics the book takes a hard look at the counterrevolutionary dreams of liberalism s enemies to overturn people s reliance on

expanding government reverse the moral and sexual revolutions and win the culture war and finds them largely unfulfilled david courtwright deftly profiles celebrated and controversial figures from clare boothe luce barry goldwater and the kennedy brothers to jerry falwell david stockman and lee atwater he shows us richard nixon s keen talent for turning popular anxieties about morality and federal meddling to republican advantage and his inability to translate this advantage into reactionary policies corporate interests boomer lifestyles and the media weighed heavily against nixon and his successors who placated their base with high profile attacks on crime drugs and welfare dependency meanwhile religious conservatives floundered on abortion and school prayer obscenity gay rights and legalized vices like gambling and fiscal conservatives watched in dismay as the bills mounted we see how president reagan s mélange of big government strong defense lower taxes higher deficits mass imprisonment and patriotic symbolism proved an illusory form of conservatism ultimately conservatives themselves rebelled against george w bush s profligate brand of reaganism courtwright s account is both surprising and compelling a bracing argument against some of our most cherished clichés about recent american history

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

the second edition of this innovative textbook introduces students to the ways that society shapes our many forms of entertainment and in turn how entertainment shapes society entertainment and society examines a broad range of types of entertainment that we enjoy in our daily lives covering new areas like sports video games gambling theme parks travel and shopping as well as traditional entertainment media such as film television and print a primary emphasis is placed on the impact of technological and cultural convergence on innovation and the influence of contemporary entertainment the authors begin with a general overview of the study of entertainment introducing readers to various ways of understanding leisure and play and then go on to trace a brief history of the development of entertainment from its live forms through mediated technology subsequent chapters review a broad range of theories and research and provide focused discussions of the relationship between entertainment and key societal factors including economics and commerce culture law politics ethics advocacy and technology the authors conclude by highlighting innovations and emerging trends in live and mediated entertainment and exploring their implications for the future the new edition features updated examples and pedagogical features throughout including text boxes case studies student activities questions for discussion and suggestions for further reading

summary this new major work by sage performs the vital task of collecting together those articles that have examined the history of marketing thought it includes not only the seminal articles in the field but also those that have been forgotten neglected and elided from the history of marketing as it has been represented to date part i provides an overview of the development of marketing thought using a range of key publications that cover the history of marketing thought until present day part ii introduces historical figures that have played an important role in developing marketing thought part

iii places the development of marketing thought in its historical context by connecting the changing industrial climate of the late nineteenth century with the emerging conceptual foundations of marketing thought this major work compiled by well reputed researchers in the field will ensure that material published in difficult to obtain sources is kept in circulation as well as providing academics and students with a resource that will endow them with an in depth understanding of the development of their discipline publisher description

discussed how americans spend their free time and entertain themselves essays present perspectives in the fields of american and cultural studies sociology recreation sports leisure studies auctions bloodsports shopping malls and theme parks

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