

Sociology 771 Understanding Consumer Society

Spring 2012

McGuinn Hall 400

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Course Objectives and Requirements

This course is designed to expose and train graduate students in the sociology of consumption and to analyze the contemporary contradictions and trends in consumer culture. As such the major emphasis is on the literature in sociology, but the reading list also includes authors from related disciplines such as history, cultural studies and anthropology. Although consumption has been studied for more than a century, in the 1980s, the literature exploded, in a variety of areas, and from a number of fields. It is now large, and includes studies of the ways in which people consume media, food, cultural products, clothing and fashion, vehicles, technology, celebrity, etc. Originally the literature centered on the critiques of writers such as Marx, Veblen, Simmel, and the Frankfurt school. It has since moved on to consider issues such as the ways in which consumption structures and reproduces social difference, the role of consumer practices in the constitution of culture and personal identity, how consumption becomes a site of sub-cultural resistance, the role of consumption in modernity and post-modernity, and so forth. These theoretical perspectives form the structure of the course.

In sociology, the journal *Theory, Culture and Society* was an early outlet for the revival of the study of consumption, more recently the *Journal of Consumer Culture* has emerged. Over the last 20 years, *The Journal of Consumer Research* has also carried many articles of strong interest to sociologists. For those of you planning to do a field in the sociology of consumption, I suggest you begin reading the *JCC* on a regular basis, and begin familiarizing yourself with back issues of the other two.

There are three requirements for the class. The first is to keep up with the weekly reading assignments. I have tried to keep weekly assignments reasonable, but there is quite a bit of reading. Each week, I will go over the next week's reading in class, to apportion readings for units that cover two weeks and to keep the load manageable. In some cases, if I have not provided page numbers for books, I give those the week before we meet. The purpose of the large recommended list is to provide you with a larger bibliography in the field. This is something you can draw on if you go on to do a field exam in consumption.

The class will be run as lecture/discussion. I will come most weeks with a lecture, but I expect that a good portion of the class will be discussion. In a graduate seminar, everyone who participates is expected to take responsibility for understanding, critically digesting and talking about the readings. To facilitate this, we will set up a site onto which you will be expected to make some comments in advance of the class. That helps us jump right into conversation, makes sure that everyone is participating, and allows us all to prepare for the conversation. You are expected to read these submissions before coming to class.

The second requirement is a final paper of approximately 20 pages. For most of you, this paper should entail doing at least some primary research. The paper will be due on the first day of exams, with intermediate deadlines along the way. For those of you who have a long term interest in this topic, you should think of this paper as a future journal article, or even the start of a dissertation topic. I urge you to start thinking about a topic as soon as possible, and to consider this paper a serious piece of work. We will discuss human subjects issues and IRB approval for projects in class.

Third, you will be asked to write two book reviews of recent sociological books on consumption. I will point out good candidates from the recommended readings list. In past years, students who have chosen recently published books have been able to get their reviews published. You may write on one (but not two) of the recently published books we are reading for class.

Booklist.

The books below should be available at the BC bookstore under this course number. In cases where the readings are not included in the books below, they are either available on-line at the O'Neill course reserves or they are journals, available online. I have pdfs of many of the journal articles and will send them to you and/or post them on the course website. For those of you with limited financial resources for purchasing books, I have extra copies of some of these available and would be happy to lend them to you.

- Arjun Appadurai, *The Social Life of Things* (Cambridge University Press 1988)
Pierre Bourdieu, *Distinction: A Social Critique of the Judgement of Taste* (Harvard 1984)
Anthony Giddens, *Modernity and Self-Identity: Self and Society in the Late Modern Age* (Stanford 1991)
Ulf Hannerz, *Transnational Connections* (Routledge 1996),
Josée Johnston and Shyon Baumann, *Foodies: Democracy and Distinction in the Gourmet Foodscape*, (Taylor and Francis 2009)
Michèle Lamont, *Money, Morals and Manners*, (Chicago 1992)
Millian Kang, *The Managed Hand: Race, Gender and the Body in Beauty Service Work* (U California 2010)
Juliet Schor and Douglas Holt, *The Consumer Society Reader*, (New Press 2000)
Rachel Sherman, *Class Acts: Service and Inequality in Luxury Hotels* (University of California 2007)
Thorstein Veblen, *The Theory of the Leisure Class* (Dover Thrift Edition)

Reading List

Part I. Consumption Theory

January 17 Introduction: Situating Consumption within Social Theory and History

Recommended:

Don Slater, *Consumer Culture and Modernity*, (Cambridge: Polity Press 1997).

Daniel Miller, *Acknowledging Consumption*. (Routledge 1995).

Jean-Christophe Agnew, "Coming Up for Air: Consumer Culture in Historical Perspective," in *Consumption and the World of Goods*, eds., John Brewer and Roy Porter (Routledge 1994).

Mark Gottdiener, "Approaches to Consumption," in *New Forms of Consumption* (Rowman and Littlefield 2000).

Eric J. Arnould and Craig J. Thompson, "Reflections: Consumer Culture Theory (CCT): Twenty Years of Research," *Journal of Consumer Research*, March 2005, 31:868-882.

Sharon Zukin and J. Smith Maguire. 2004. Consumers and Consumption. *Annual Review of Sociology* 30:173-97.

Roberta Sassatelli, *Consumer Culture: History, Theory and Politics* (Sage 2007)

Juliet Schor and Douglas Holt, "Introduction," in Schor and Holt, pp. vii-xxiii.

January 24 Anthropological Approaches to Consumption

Arjun Appadurai, *The Social Life of Things*, chs 1-2, 4, 7-8.

Recommended: Mary Douglas and Baron Isherwood, *The World of Goods*

January 31 Consumer Culture in Historical Perspective: Gender and Race

Erica Rappaport, 1996, "A Husband and His Wife's Dresses: Consumer Credit and the Debtor Family in England, 1864-1914," in *The Sex of Things: Gender and Consumption in Historical Perspective*, ed., Victoria de Grazia (California).

Mica Nava, "Modernity's Disavowal: Women, the City, and the Department Store," in Pasi Falk and Colin Campbell, eds., 1997, *The Shopping Experience*, (Sage), pp.56-91.

Anne McClintock, 1995, *Imperial Leather: Race, Gender and Sexuality in the Colonial Contest*, (Routledge) ch 5, pp. 207-231.

William Leach, 1984, *Land of Desire*, William Leach, (Knopf), ch 1.

Stuart Cosgrove, "The Zoot Suit and Style Warfare," reprinted in Jennifer Scanlon, *Gender and Consumer Culture Reader*, (NYU Press) pp. 342-354.

Lizabeth Cohen, *A Consumer's Republic: The Political of Mass Consumption in Postwar America* (Knopf 2003), ch. 3, pp. 112-165.

Elizabeth Chin, 2001, *Purchasing Power: Black Kids and American Consumer Culture*, ch 2, "The Shadow of Whiteness," pp. 27-62. (Minnesota).

Recommended:

Erica Rappaport, *Shopping for Pleasure: Women in the making of London's West End* (Princeton 2000).

Daniel Horowitz, *The Anxieties of Affluence: Critiques of American Consumer Culture*, (University of Massachusetts Press, 2004).

Lawrence Glickman, *Consumer Society in American History: A Reader* (Cornell University Press 1999).

Trentmann, Frank, ed. 2006. *The Making of the Consumer. Knowledge, Power and Identity in the Modern World*. (Oxford: Berg).

Jennifer Scanlon, 2000, *The Gender and Consumer Culture Reader* (New York: NYU Press).

Bridget T. Heneghan, *Whitewashing America: Material Culture and Race in the Antebellum Imagination* (Mississippi 2004), chs 1-2, pp. 3-85.

William Leach, *Land of Desire*, (New York: Knopf 1984).

Elizabeth Wilson, "Feminism and Fashion " from *Adorned in Dreams*, reprinted in Schor and Holt pp. 291-306.

Betty Friedan, "The Sexual Sell," *The Feminine Mystique*, reprinted in Schor and Holt, pp. 26-46.

Kobena Mercer, "Black Hair/Style Politics," in Russell Ferguson et al, *Out There: Marginalization and Contemporary Culture*, (MIT Press 1990), pp. 247-264.

Ann DuCille, "Toy Theory: Black Barbie and the Deep Play of Difference," in *Skin Trade*, reprinted in Schor and Holt, pp. 259-278.

Howard Campbell, "Chicano Lite: Mexican Consumer Culture on the Border," *JCC*, 5(2)207-233, 2005.

Robert Goldman and Stephen Papsion, "Alienation, Hope, and Transcendence: Determinism or Determination?" in *Nike Culture*, 94-117.

Tricia Rose, *Black Noise: Rap Music and Black Culture in Contemporary America* (Wesleyan/New England 1994)

Carl Nightengale, *On the Edge: A History of Poor Children and their American Dreams* (Basic Books 1993), esp ch. 5.

Rooks, Noliwe, M. *Hair Raising: Beauty, Culture and African-American Women* (Rutgers 1996).

Michèle Lamont and Virág Molnár, 2001, "How Blacks Use Consumption to Shape their Collective Identity," *Journal of Consumer Culture*, 1(1):31-45.

Robert E. Weems, "Consumerism and the Construction of Black Female Identity in Twentieth-Century America," in Scanlon, pp. 166-178.

Sharon Zukin, *Point of Purchase* (Routledge 2004), chs 2, 6.

Arlene Davilla, *Latinos, Inc.* (California 2000).

Amy Best, *Romancing the Prom* (Routledge 2000).

David Crockett, 2008, "Marketing Blackness: How Advertisers Use Race to Sell Products," *Journal of Consumer Culture*, 8(2): 245-268.

February 7 Production-Oriented Critiques of Consumer Culture and the Agency-Manipulation Debate

Theodor Adorno and Max Horkheimer, "The Culture Industry: Enlightenment as Mass Deception," *Dialectic of Enlightenment*, pp. 120-167. (excerpted version in Schor and Holt, pp. 3-19).

John Kenneth Galbraith, "The Dependence Effect," in Schor and Holt, pp. 20-25.

Henry Jenkins, *Textual Poachers: Television Fans and Participatory Culture* (Routledge 1992), ch. 1, pp. 9-49.

Douglas Holt, 2002, "Why Do Brands Cause Trouble?" *Journal of Consumer Research*, 29:70-91.

Juliet B. Schor, "In Defense of Consumer Critique: Re-visiting the Consumption Debates of the 20th Century," *The Annals of the American Academy of Political and Social Science*, 611:16-30, May 2007.

Recommended:

Michael Schudson, "Delectable Materialism: Were the Critics of Consumer Culture Wrong All Along?" *The American Prospect*, Spring 1991:26-35, (reprinted in Glickman).

Dan Cook, *The Commodification of Childhood* (Duke 2004), ch 1.

Daniel Horowitz, *The Anxieties of Affluence: Critiques of American Consumer Culture*, (University of Massachusetts Press, 2004), esp, ch 4.

Robert V. Kozinets and Jay M. Handelman, "Adversaries of Consumption: Consumer Movements, Activism and Ideology," *JCR*, December 2004, 31:691-704.

James Twitchell, "Two Cheers for Materialism," in Schor and Holt, pp. 281-290.

Richard Klein, *Cigarettes Are Sublime* (Duke 1993), chs. 1-2, pp. 1-49.

Giles Lipovetsky, *The Empire of Fashion*, (Princeton 1994), pp. 3-55.

George Ritzer, *The McDonaldization of Society* (Pine Science Press 2000).

Stuart Hall, "Encoding/Decoding," in *Culture, Media, Language*, eds. Stuart Hall et al (London: Hutchinson 1980).

Eric J. Arnould, 2007. "Should Consumer Citizens Escape the Market?" *The Annals of the American Academy of Political and Social Science*, 611:xx-xx.

February 14, 21 and 28 Sociological Critiques: Class

Feb 14: Thorstein Veblen, *The Theory of the Leisure Class*, chs 2, 4, 5.

Pierre Bourdieu, 1986, "The Forms of Capital," J. Richardson (Ed.) *Handbook of Theory and Research for the Sociology of Education* (New York, Greenwood), 241-258.

Pierre Bourdieu, *Distinction: A Social Critique of the Judgement of Taste*, chs. 1-2.

February 21: Pierre Bourdieu, *Distinction: A Social Critique of the Judgement of Taste*, chs. 3-5.

Douglas Holt, "Does Culture Capital Structure American Consumption?" *Journal of Consumer Research*, reprinted in Schor and Holt, pp. 212-252.

Douglas Holt, 1997, "Distinction in America: Recovering Bourdieu's Theory of Tastes from its Critics," *Poetics*, 24:326-350.

Alan Warde, 2007, "Does Taste Still Serve Power? The Fate of Distinction in Britain," *Sociologica* 3:1-27.

February 28: Michele Lamont, *Money, Morals and Manners*, (Chicago 1992), chs.

Juliet Schor, 1998, *The Overspent American*, chs 1-3 (Basic Books, 1998).

Recommended:

Georg Simmel, "On Fashion," *American Journal of Sociology* 62:54-58, 1957.

Grant McCracken, "Consumer Goods, Gender Construction, and a Rehabilitated Trickle Down Theory," and "Meaning Manufacture and Movement in the World of Goods," *Culture and Consumption*, chs 6,5.

Grant McCracken, "Ever Dearer in Our Thoughts: Patina and the Representation of Status before and after the Eighteenth Century," *Culture and Consumption*, (Indiana 1990) ch 2, pp. 31-43.

Michele Lamont and Annette Lareau, 1988, "Cultural Capital: Allusions, Gaps, and Glissandos in Recent Theoretical Developments," *Sociological Theory*, 6(2):153-168.

David Halle, *Inside Culture: Art and Class in the American Home* (Chicago 1993), ch 2, pp. 59-86.

Angela Chao and Juliet Schor, "Empirical Tests of Status Consumption," *Journal of Economic Psychology*, 19(1):107-131, 1998.

Annick Prieur et al, 2008, "Cultural Capital Today: A Case Study from Denmark," *Poetics* 36(45-71).

Elizabeth Chin, *Purchasing Power: Black Kids and American Consumer Culture* (Minnesota 2001), ch 2, pp. 27-61.

Murray Milner, *Freaks, Geeks and Cool Kids* (Routledge 2004).

David Brooks, *Bobos in Paradise* (Simon and Schuster 1999).

Frank, Robert. *Luxury Fever*. (New York: Free Press. 1999)

Juliet Schor, 2006, "Conspicuous Consumption," entry for *Encyclopedia of Sociology*, ed. George Ritzer (Blackwell).

"Interview with Juliet Schor" (by Douglas Holt), *Journal of Consumer Culture*, 5(1):5-21, 2005.

Lewis Friedland, Dhavan V. Shah, Nam-Jin Lee, Mark A. Rademacher, Lucy Atkinson, and Thomas Hove, 2007. "Capital, Consumption, Communication, and Citizenship: The Social Positioning of Taste and Civic Culture in the U.S.," unpublished ms.

III. Consuming in Post-Modernity

March 13 Advertising and the Post-Modern Consumer

Frederick Jameson, "Postmodernism, or the Cultural Logic of Late Capitalism," *New Left Review* #146, 1984.

Raymond Williams, "Advertising: The Magic System," in *Problems in Materialism and Culture*, (Verso 1980), pp. 170-195.

Thomas Frank, "Advertising as Cultural Criticism," in Schor and Holt, pp. 374-394.

Craig J. Thompson, 2004, "Marketplace Mythologies and Discourses of Power," *JCR* 31(1): 162-180.

Mazzarella, William (2003), *Shoveling Smoke: Advertising and Globalization in Contemporary India*, chs. 7-8, pp 215-287.

Recommended:

Baudrillard, Jean, *Selected Writings*

Fuat Firat and Alladi Venkatesh, "Liberatory Postmodernism and the Re-enchantment of Consumption," *Journal of Consumer Research*, 22:239-267, 1995.

Douglas Holt, *How Brands Become Icons*, (Harvard Business School Press 2004).

Daniel Boorstin, *The Image*.

Llewellyn Negrin, "The Self as Image: A Critical Appraisal of Post-Modern Theories of Fashion," *Theory, Culture and Society* (1999) 16(3):99-118.

Judith Williamson, *Decoding Advertisements: Ideology and Meaning in Advertising* (London: Marion Boyars 1978).

William Leiss, Stephen Kline and Sut Jhally, *Social Communication in Advertising* (Routledge 1990).

Mike Featherstone, *Consumer Culture and Post-Modernism* (Sage 1991).

Susan Bordo, *Unbearable Weight* (California 1993).

Stuart Ewen, *All Consuming Images* (Basic Books 1988).

Thomas Frank, *The Conquest of Cool* (Chicago 1997).

Robert Goldman and Stephen Papson, *Sign Wars: The Cluttered Landscape of Advertising*, (New York: Guilford Press 1996).

Robert Goldman and Stephen Papson, *Nike Culture* (Sage 1998).

Kalle Lasn, 2000. *Culture Jam: How to Reverse America's Suicidal Consumer Binge—And Why We Must*. New York: Harper Paperbacks.

Sut Jhally, 1990. *The Codes of Advertising: Fetishism and the Political Economy of Meaning in the Consumer Society*. New York: Routledge.

Douglas Holt, "Poststructuralist Lifestyle Analysis: Conceptualizing the Social Patterning of Consumption," *Journal of Consumer Research*, 23(March): 326-350.

Douglas Holt, "Jack Daniel's America: Iconic Brands as Ideological Parasites and Proselytizers," *Journal of Consumer Culture*, forthcoming.

Malcolm Gladwell, "The Coolhunt," in Schor and Holt, pp. 360-374.

Edward S. Herman and Noam Chomsky, *Manufacturing Consent*, (Pantheon 2002).

Noam Chomsky, *Thought Control in Democratic Societies* (South End Press 1989)

March 20 Identity and narratives of the self

Anthony Giddens, *Modernity and Self-Identity: Self and Society in the Late Modern Age*. chs. 1,3,6.

Eva Illouz, "Oprah Winfrey and the Glamour of Misery," (Columbia University Press), ch 2, pp. 16-46.

Tuba Üstüner and Douglas B. Holt, 2007, "Dominated Consumer Acculturation: The Social Construction of Poor Migrant Women's Consumer Identity Projects in a Turkish Squatter," *Journal of Consumer Research*, 34(1):41-51.

Recommended:

Bauman, Zygmunt, *Work, Consumerism and the New Poor* (Open University Press 1998)

Ulrich Beck, *The Risk Society* (Sage 1992).

Russell Belk, "Possessions and the Extended Self," *Journal of Consumer Research*,

Helga Dittmar, *The Social Psychology of Material Possessions* (Harvester Wheatsheaf 1992)

Russell Belk and Guliz Ger, "Consumer Passion," *Journal of Consumer Research* 30(3).

Russell W. Belk, Melanie Wallendorf and John F. Sherry, Jr., "The Sacred and the Profane in the Consumer Behavior: Theodicy on the Odyssey," *Journal of Consumer Research* 16:1-37, June 1989.

Thomas C. O'Guinn, "Touching Greatness," in Schor and Holt, pp. 155-168.

Joshua Gamson, *Claims to Fame*.

Thompson, Craig J. (1997) 'Interpreting Consumers: A Hermeneutical Framework for Deriving Marketing Insights from the Texts of Consumers' Consumption Stories', *Journal of Marketing Research* 34: 438-55.

Thompson, Craig J., Locander, William B. and Pollio, Howard R. (1989) 'Putting Consumer Experience Back into Consumer Research: The Philosophy and Method of Existential-Phenomenology', *Journal of Consumer Research* 16: 133-47.

Brian J. McVeigh, "How Hello Kitty Commodifies the Cute, Cool and Camp: *Journal of Material Culture*, 5(2):225-245.

Muniz, Albert M. and Thomas C. O'Guinn. 2001. Brand Community. *Journal of Consumer Research* 27(March):412-32.

March 27 Contemporary Practices of Distinction

Josée Johnston and Shyon Baumann, *Foodies: Democracy and Distinction in the Gourmet Foodscape*, chs.

April 3 Consuming Emotions

Arlie Hochschild, *The Managed Heart*, ch 1, pp. 3-23.

Millian Kang, *The Managed Hand: Race, Gender and the Body in Beauty Service Work*, chs.

Tuba Üstüner and Craig J. Tompson, 2011, "How Marketplace Performances Produce Interdependent Status Games and Contested Forms of Symbolic Capital," *JCR* online.

Recommended:

Arlie Hochschild, 2003, *The Commercialization of Intimate Life* (California)

Eva Illouz, 2008, *Saving the Modern Soul: Therapy, Emotions and the Culture of Self-Help* (California).

Eva Illouz, 2007, *Cold Intimacies: The Making of Emotional Capitalism*, (Malden, MA: Polity).

April 10 17 The Global Consumer Culture

George Ritzer, *The McDonaldization of Society* (Pine Science Press 2000), chs 1,8 pp. 1-21, 163-185.

Ulf Hannerz, *Transnational Connections* (Routledge 1996), Part 1.

Daniel Miller, 1998, "Coca-Cola: A Sweet Black Drink from Trinidad," in *Material Culture: Why Some Things Matter*, ed., Daniel Miller, (U Chicago Press), pp. 169-187.

Daniel Miller, "The Myth of Cultural Erosion," in *Consumption and Macromarketing*, eds, Russell W. Belk et al (Cincinnati: Southwestern College Publishing 1996), pp. 153-65.

Richard Wilk, "Learning to Be Local in Belize: Global Systems of Common Difference," in Daniel Miller, ed., *Worlds Apart: Modernity Through the Prism of the Local*, (London: Routledge), pp. 110-113.

Jonathan Friedman, "The Political Economy of Elegance: An African Cult of Beauty," in *Consumption and Identity* (Gordon and Breach Science Pub 1995), ch. 7, pp. 167-187.

Tuba Üstüner and Douglas B. Holt, 2010, "Toward a Theory of Status Consumption in Less Developed Societies," *JCR*, 37 (June), 37–56.

Craig J. Thompson and Zeynep Arsel, 2004, The Starbucks Brandscape and Consumers' (Anticorporate) Experiences of Glocalization, *JCR* 31(631-642).

Recommended:

David Howes, *Cross Cultural Consumption*, (Routledge 1996).

Daniel Miller, "The Young and the Restless in Trinidad," in Roger Silverstone and Eric Hirsch, eds, *consuming technologies: Media and Information in Domestic Spaces*, (Routledge 1992), pp. 163-182.

Helena Norberg-Hodge, "The Pressure to Modernize and Globalize," in *The Case Against the Global Economy*, eds., Jerry Mander and Edward Goldsmith, (San Francisco: Sierra Club Books 1996), pp. 33-46.

George Ritzer, *The Globalization of Nothing* (Pine Science Press 2003).

Zine Magubane, "The Globalization of Gangster Rap: Hip-Hop in the Post-Apartheid in *The Vinyl Ain't Final*, ed. Sid Lemelle (London: Pluto Press).

James Watson, ed., *Golden Arches East* (Stanford 1997).

Jean and John Comaroff, 2009, *Ethnicity, Inc.*

Mark Liechty, *Suitably Modern: Making Middle-Class Culture in a New Consumer Society*, (Princeton 2002).

Robert Foster, *Materializing the Nation: Commodities, Consumption, and Media in Papua New Guinea*, (Indiana University Press 2002).

Juliet Schor, "Is the Mouse Eating the World?" (unpublished)

Edward M. Bruner and Barbara Kirshenblatt-Gimblett, "Maasai on the Lawn: Tourist Realism in East Africa," *Cultural Anthropology* 9(4):435-470.

April 24 Subcultural Consumption

Dick Hebdige, "Object as Image: The Italian Motor Scooter," in *Hiding in the Light: On Images and Things*, reprinted in Schor and Holt, pp. 117-154.

Thornton, Sarah, *Club Cultures: Music Media and Subcultural Capital*. (Hanover: Wesleyan University Press) 1996, chs 1-2, pp. 1-86.

John Schouten and James McAlexander, "Subcultures of Consumption: An Ethnography of New Bikers," *Journal of Consumer Research* 22(June): 43-61.

Arsel, Zeynep and Craig Thompson, 2011, "Demythologizing Consumption Practices: How Consumers Protect Their Field-Dependent Identity Investments from Devaluing Marketplace Mythologies," *JCR*, 37(5):791-806.

Recommended:

Stuart Hall and T. Jefferson, *Resistance and Ritual: Youth Subcultures in Postwar Britain* (Routledge 1993).

Dick Hebdige, *Subculture: The Meaning of Style* (Routledge 1988).

Ken Gelder and Sarah Thornton, *The Subculture Reader second edition* (Routledge 2006)

Straw, Will, "Characterizing Rock Music Culture: The Case of Heavy Metal," *The Cultural Studies Reader*, Second Edition, S. During, ed. (Routledge 1999).

Albert M. Muniz, Jr. and Thomas C. O'Guinn, "Brand Community," *JCR*, March 2001 27: 412-432.

Michel de Certeau, "Making Do": Uses and Tactics, ch 3, *The Practice of Everyday Life*, (California 1984), pp. 29-42.

John Fisk, "Shopping for Pleasure: Malls, Power and Resistance," in Schor and Holt, pp. 306-328.

Stephen Kates, "The Protean Quality of Subcultural Consumption: An Ethnographic Account of Gay Consumers," *Journal of Consumer Research*, 29:383-399, December 2002.

Vince Carducci, "Culture jamming: A Sociological Perspective," *JCC* 6(1): 116-238, 2006.

Kozinets, Robert V., 2001, "Utopian Enterprise: Articulating the Meaning of Star Trek's Culture of Consumption," *Journal of Consumer Research*, 28 (June), 67-89.

May 1 Producing Consumption

Rachel Sherman, *Class Acts: Service and Inequality in Luxury Hotels*.