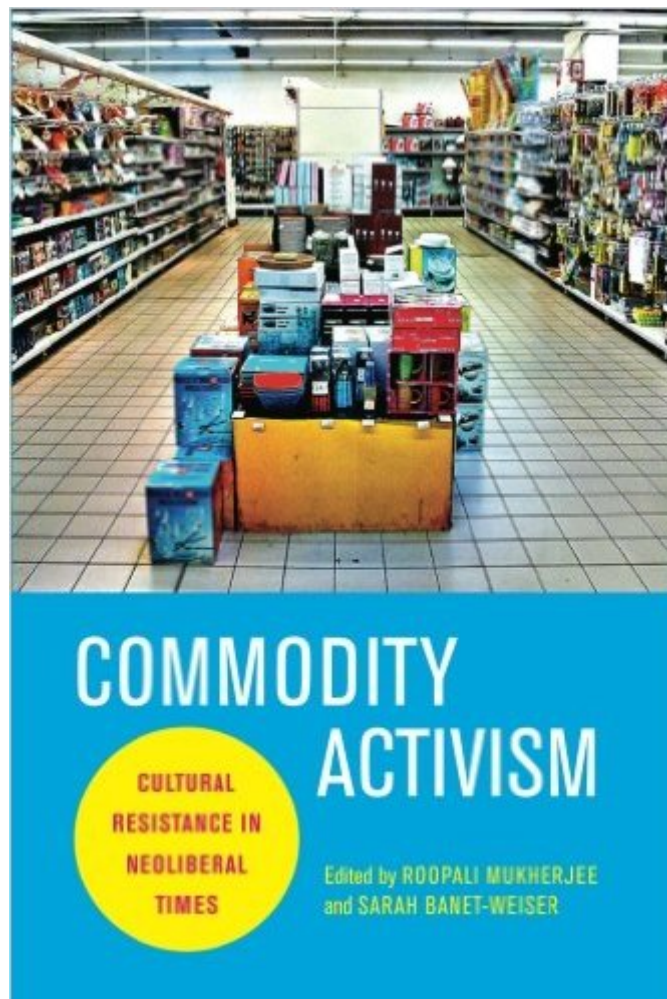


The book was found

Commodity Activism: Cultural Resistance In Neoliberal Times (Critical Cultural Communication)



Synopsis

Buying (RED) productsâ ”from Gap T-shirts to Appleâ ”to fight AIDS. Drinking a â œCaring Cupâ • of coffee at the Coffee Bean & Tea Leaf to support fair trade. Driving a Toyota Prius to fight global warming. All these commonplace activities point to a central feature of contemporary culture: the most common way we participate in social activism is by buying something. Roopali Mukherjee and Sarah Banet-Weiser have gathered an exemplary group of scholars to explore this new landscape through a series of case studies of â œcommodity activism.â • Drawing from television, film, consumer activist campaigns, and cultures of celebrity and corporate patronage, the essays take up examples such as the Dove â œReal Beautyâ • campaign, sex positive retail activism, ABCâ™s Extreme Home Makeover, and Angelina Jolie as multinational celebrity missionary. Exploring the complexities embedded in contemporary political activism, Commodity Activism reveals the workings of power and resistance as well as citizenship and subjectivity in the neoliberal era. Refusing to simply position politics in opposition to consumerism, this collection teases out the relationships between material cultures and political subjectivities, arguing that activism may itself be transforming into a branded commodity.

Book Information

Series: Critical Cultural Communication

Paperback: 314 pages

Publisher: NYU Press (February 1, 2012)

Language: English

ISBN-10: 0814764010

ISBN-13: 978-0814764015

Product Dimensions: 6 x 0.8 x 9 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

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Best Sellers Rank: #465,215 in Books (See Top 100 in Books) #73 inÂ Books > Law > Media & the Law #277 inÂ Books > Politics & Social Sciences > Politics & Government > Elections & Political Process > Political Advocacy #506 inÂ Books > Business & Money > Marketing & Sales > Consumer Behavior

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