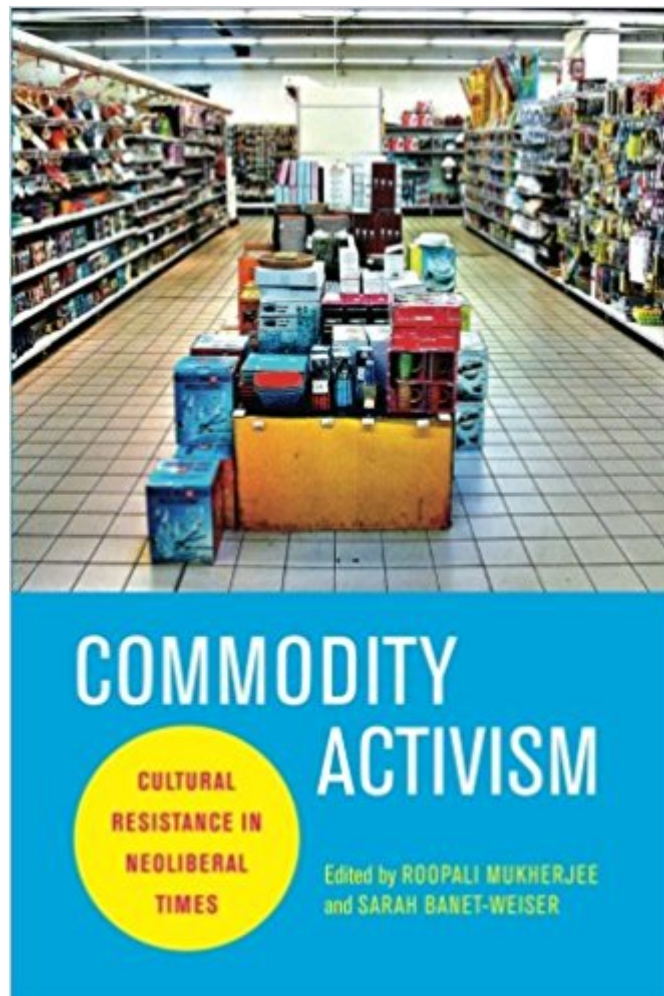




Ebook Directory
the best source of ebook

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)

Average Customer Review: Be the first to review this item

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

[Download to continue reading...](#)

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

Maya Cultural Activism in Guatemala (ILAS Critical Reflections on Latin America Series) Our

Caribbean Kin: Race and Nation in the Neoliberal Antilles (Critical Caribbean Studies) Reproducing Jews: A Cultural Account of Assisted Conception in Israel (Body, Commodity, Text) The New York Times Monday Through Friday Easy to Tough Crossword Puzzles: 50 Puzzles from the Pages of The New York Times (New York Times Crossword Puzzles) The New York Times Acrostic Puzzles Volume 9: 50 Challenging Acrostics from the Pages of The New York Times (New York Times Acrostic Crosswords) Communication in Crisis and Hostage Negotiations: Practical Communication Techniques, Stratagems, and Strategies for Law Enforcement, Corrections and Emergency Service Personnel in Managing Critical I Insulin Resistance Diet: Top 50 Insulin Resistance Meals-Loss Fat By Increasing Insulin Sensitivity Insulin Resistance Diet: Your Step By Step Guide to Cure Diabetes & Prevent Weight GainÃÂ© Over 365+ Delicious Recipes & One Full Month Meal Plan (Insulin Resistance Cookbook, Balance Your Blood-Sugar) Leptin Resistance: The Leptin Reset: Discover How To Fix Your Fat Hormones And Reboot Your Fat Burning Engine Into First Gear Again (Leptin resistance, ... all grain, ketogenic diet, Atkins Diet) A Train in Winter: An Extraordinary Story of Women, Friendship, and Resistance in Occupied France (The Resistance Trilogy) Identity, Social Activism, and the Pursuit of Higher Education: The Journey Stories of Undocumented and Unafraid Community Activists (Critical Studies of Latinos/as in the Americas) Negro Soy Yo: Hip Hop and Raced Citizenship in Neoliberal Cuba (Refiguring American Music) Guerrilla Auditors: The Politics of Transparency in Neoliberal Paraguay Media in New Turkey: The Origins of an Authoritarian Neoliberal State (The Geopolitics of Information) The Neoliberal Deluge: Hurricane Katrina, Late Capitalism, and the Remaking of New Orleans Orienting Hollywood: A Century of Film Culture between Los Angeles and Bombay (Critical Cultural Communication) Cached: Decoding the Internet in Global Popular Culture (Critical Cultural Communication) Commodity Trade and Finance (The Grammenos Library) The Devil and Commodity Fetishism in South America

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)