



Consumer Culture and the Media: Magazines in the Public Eye

Dr Mehita Iqani

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Consumer culture is synonymous with westernised societies. How did this particular ethic come to achieve so much success? This book argues that one reason is the seductive way in which it is promoted through the media. To demonstrate this, the book provides a detailed analysis of the case study of consumer magazine covers and argues that the ways magazines are displayed and sold in retail spaces, the literal glossiness of the texts, and the intertwined messages about sexiness, commodities and self-identity communicated by them combine to create a powerful and seductive advertisement for consumer culture. These strategies are not taken for granted, but questioned and put into the context of bigger scholarly debates about 'the public', 'power' and identity in neoliberal societies.

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