

BEYOND CONSUMER CAPITALISM

Media and the Limits
to Imagination

Justin Lewis



Beyond Consumer Capitalism Media And The Limits To Imagination

**Lee Edwards, Clea Bourne, Jason
Vincent A. Cabañes, Gisela Castro**



Beyond Consumer Capitalism Media And The Limits To Imagination:

Beyond Consumer Capitalism Justin Lewis, 2014-01-24 Consumer capitalism dominates our economy our politics and our culture Yet there is a growing body of research from a range of disciplines that suggests that consumer capitalism may be past its sell by date *Beyond Consumer Capitalism* begins by showing how for people in the developed world consumer capitalism has become economically and environmentally unsustainable and is no longer able to deliver its abiding promise of enhancing quality of life This cutting edge book then asks why we devote so little time and effort to imagining other forms of human progress The answer Lewis suggests is that our cultural and information industries limit rather than stimulate critical thinking keeping us on the treadmill of consumption and narrowing our vision of what constitutes progress If we are to find a way out of this cul de sac Lewis argues we must begin by analysing the role of media in consumer capitalism and changing the way we organize media and communications We need a cultural environment that encourages rather than stifles new ideas about what guides our economy and our society Timely and compelling *Beyond Consumer Capitalism* will have strong appeal to students and scholars of media studies cultural studies and consumer culture

Sport, Advertising and Global Promotional Culture Steven J. Jackson, David L. Andrews, 2025-02-07 This book explores the intersection of contemporary sport advertising promotional culture and wider society Arguing that advertising and promotional culture remain key driving forces in relation to social structures and systems that contribute to enduring patterns of economic and other forms of inequality this book examines how sport and related areas of social life continue to be transformed by these forces Presenting in depth international case studies covering topics such as Nike s sign economies the sports gambling media complex sportswashing greenwashing radical politics in sport advertising sport and corporate nationalism and girls empowerment and transgender exclusion in sports this book sheds critical new light on some of the most important themes in the study of global consumer culture in the emerging era of surveillance capitalism Overall this book examines sport advertising through the lens of the circuit of cultural commodification including production representation consumption and regulation in order to provide insights into the formation complexities and contradictions of social identities commodities and brands This is fascinating reading for anybody with an interest in the sociology culture and politics of sport or cultural studies media studies and the wider politics and social significance of late stage capitalism

Sustainable Consumption, Production and Supply Chain Management Paul Nieuwenhuis, Anne Touboul, 2021-02-26 This incisive book integrates the academic fields of sustainable consumption and production SCP and sustainable supply chain management SSCM as a framework for challenging the current economic paradigm and addressing the significant ecological and environmental problems faced by the contemporary business world

The Sage Handbook of Promotional Culture and Society Lee Edwards, Clea Bourne, Jason Vincent A. Cabañes, Gisela Castro, 2024-12-04 *The Sage Handbook of Promotional Culture and Society* critically examines the social political and cultural impact of promotional industries including advertising branding public relations

strategic communication and marketing communication By adopting a global and inclusive approach to its subject the Handbook champions marginalised voices and cross cultural scholarship It brings together contributions from and about a broad range of countries and contexts beyond the Global North providing a well rounded picture of promotion as the international phenomenon it is today Chapters explore both established and emerging topics with an entire section dedicated to the interplay between promotion and identities as well as providing coverage of interdisciplinary issues such as promotional media and children the climate crisis and social media influencers There is also a clear focus on bridging theory and practice with discussions of promotional occupations and workers woven through the chapters By reflecting on the questions of what promotional culture is today how it has evolved and where it is practiced and by whom this Handbook is essential reading for scholars and students seeking to shape future research and debate in this dynamic field

Part 1 Promotional Culture and Industry Logics Part 2 Promotional Practices Part 3 Promotion and Identities Part 4 Promotion and Popular Culture Part 5 Promotion and Institutional Power

Changing Sports Journalism Practice in the Age of Digital Media Raymond Boyle, 2020-06-09 As the funding of journalism moves centre stage as a driver in shaping the new trajectories of journalism in the digital age this book focuses on how those working in sports journalism have had to adapt and re invent themselves Running through this international collection are key themes related to sports journalism in the digital environment These include aspects of disruption to established norms of journalistic practice institutional allegiance the authority and primary definer role of journalism and the career structure and development for journalists writing about sport The book draws on empirically led research that mixes qualitative and quantitative approaches and seeks to better understand and position what is going on across contemporary sports journalism In so doing this collection identifies change but also areas of continuity as well as new opportunities for journalists This book was originally published as a special issue of Digital Journalism

Slow Media Jennifer Rauch, 2018-09-11 Today we recognize that we have a different relationship to media technology and to information more broadly than we had even five years ago We are connected to the news media to our jobs and to each other 24 hours a day But many people have found their mediated lives to be too fast too digital too disposable and too distracted This group which includes many technologists and young people believes that current practices of digital media production and consumption are unsustainable and works to promote alternate ways of living Until recently sustainable media practices have been mostly overlooked or thought of as a counterculture But as Jennifer Rauch argues in this book the concept of sustainable media has taken hold and continues to gain momentum Slow media is not merely a lifestyle choice she argues but has potentially great implications for our communities and for the natural world In eight chapters Rauch offers a model of sustainable media that is slow green and mindful She examines the principles of the Slow Food movement humanism localism simplicity self reliance and fairness and applies them to the use and production of media Challenging the perception that digital media is necessarily eco friendly she examines green media which offers an

alternative to a current commodities system that produces electronic waste and promotes consumption of nonrenewable resources Lastly she draws attention to mindfulness in media practice mindful emailing or contemplative computing for example arguing that media has significant impacts on human health and psychological wellbeing Slow Media will ultimately help readers understand the complex and surprising relationships between everyday media choices human well being and the natural world It has the potential to transform the way we produce and use media by nurturing a media ecosystem that is more satisfying for people and more sustainable for the planet *The Media and Austerity* Laura Basu, Steve

Schifferes, Sophie Knowles, 2018-04-27 *The Media and Austerity* examines the role of the news media in communicating and critiquing economic and social austerity measures in Europe since 2010 From an array of comparative historical and interdisciplinary vantage points this edited collection seeks to understand how and why austerity came to be perceived as the only legitimate policy response to the financial crisis for nearly a decade after it began Drawing on an international range of contributors with backgrounds in journalism politics history and economics the book presents chapters exploring differing media representations of austerity from UK US and European perspectives It also investigates practices in financial journalism and highlights the role of social media in reporting public responses to government austerity measures They reveal that without a credible and coherent alternative to austerity from the political opposition what had been an initial response to the consequences of the financial crisis became entrenched between 2010 and 2015 in political discourse *The Media and Austerity* is a clear and concise introduction for students of journalism media politics and finance to the connections between the media politics and society in relation to the public perception of austerity after the 2008 global financial crash **Social Change and the Coming of Post-consumer Society** Maurie Cohen, Halina Szejnwald

Brown, Philip Vergragt, 2017-03-31 Consumer society is an unquestionably complex social construct However after decades of unrelenting dominance there are signs emerging that it is starting to falter both as a coherent and durable system of social organization and as a strategy for societal advancement Debates concerning how we can transition beyond present energy and materials intensive consumer society are beginning to gain greater salience *Social Change and the Coming of Post Consumer Society* aims to develop more complete appreciation of the relevant processes of social change and to identify effective interventions that could enable a transition to supersede consumer society Bringing together leading interdisciplinary experts on social change the book identifies and analyzes several ongoing small and modest scale social experiments Possibilities for macro scale change from the interlinked perspectives of culture economics finance and governance are then explored These contributions expose the systemic problems that are emblematic of the current condition of consumer society specifically the unsustainability of prevailing consumption practices and lifestyles and the persistence of inequalities These observations are summarized and extended in the final chapter of the book This volume will be of great interest to students and scholars of sustainable consumption sustainability transitions environmental sociology

and sustainable development **Media Reform and the Climate Emergency** David J Park, 2021-09-07 Award winning author David J Park argues that the battle against global warming is also a fight for media reform With his new book *Media Reform and the Climate Emergency Rethinking Communication in the Struggle for a Sustainable Future* he critically examines how advertising the digital infrastructure and journalism advance the climate emergency and lays out a path of reform to help create a more sustainable world The production and consumption of goods and services within consumer societies lead to unsustainable greenhouse gas emissions and Park finds that much of mass communication is either dependent upon or closely tied to the success of this social organization As a result he suggests successful environmental movements creatively dismantle or reform institutional infrastructures that extend the planetary global warming crisis and the unsustainable consumption of nature Communication policies and industries are part of these infrastructures Advertising evolved to propel a new consumer society that would encourage the over consumption of goods and services with harmful and unsustainable production processes Our digital infrastructure is largely premised upon the surveillance of online consumer habits and preferences with the goal to create individualized messages to more effectively persuade people to increase their consumption habits Much of commercial journalism resists the drastic and immediate regulatory changes necessary to address the worst aspects of this crisis This is because so many of the needed changes challenge the media s source of income their libertarian philosophy and the general status quo which is preferred by elites Bound to foster conversations among scholars activists politicians and those who work in the communication industries this book rethinks mass communication and highlights how immediate reform is needed in the struggle for a sustainable planet

Communicating Resiliency and Efficacy in a Digital Age Juliet Pinto, Stephen Mainzer, Lola Xie, 2025-08-18 *Communicating Resiliency and Efficacy in a Digital Age Mediated Communities* takes an interdisciplinary look at the roles and processes associated with mediated communication in helping to foment community resiliency

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