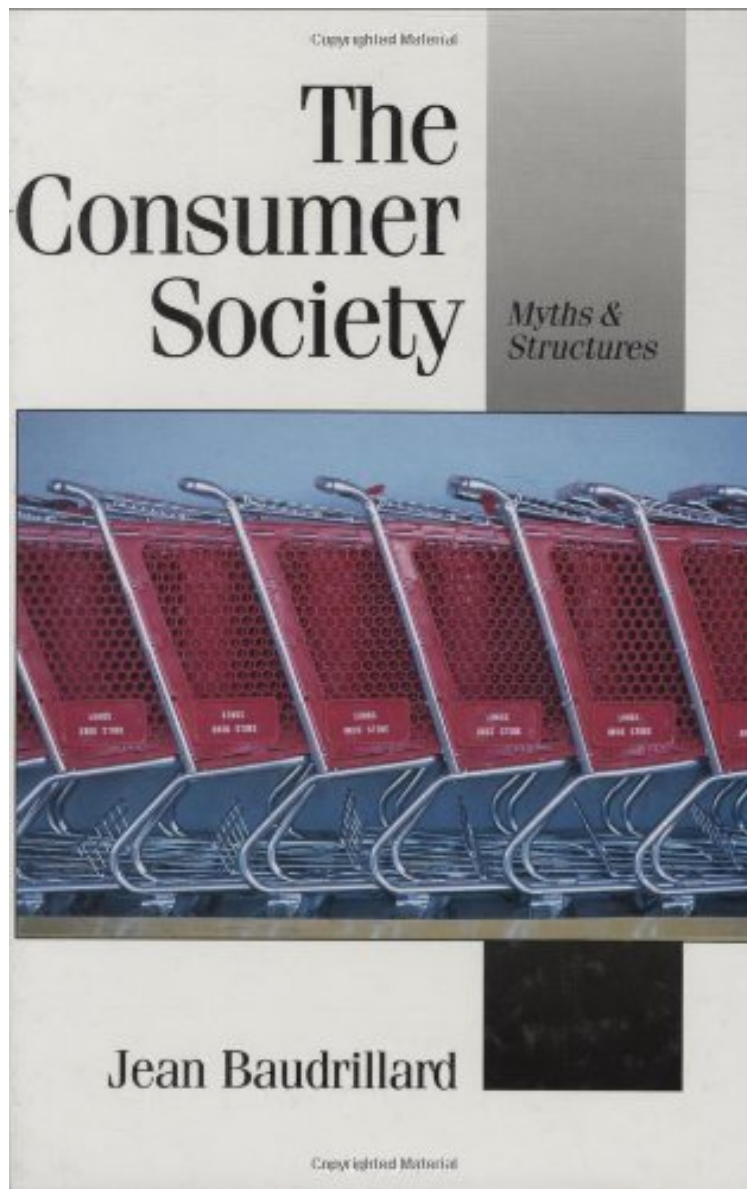


[Free and download] The Consumer Society: Myths and Structures (Published in association with Theory, Culture Society)

The Consumer Society: Myths and Structures (Published in association with Theory, Culture Society)

Jean Baudrillard

*ebooks | Download PDF | *ePub | DOC | audiobook*



[Download](#)

[Read Online](#)

#160125 in eBooks 1998-02-10 1998-02-10 File Name: B00F0MRBUU | File size: 67.Mb

Jean Baudrillard : The Consumer Society: Myths and Structures (Published in association with Theory, Culture Society) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Consumer Society: Myths and Structures (Published in association with Theory, Culture Society):

2 of 2 people found the following review helpful. You will find it hard to believe that this was written more than 40 years ago...By CustomerI have gotten a lot out of many of Baudrillard's works, but this one is simply prophetic. It is worth keeping on the shelf in an accessible place, to allow referring back to it from time-to-time. His points are particularly current today, especially around the role of credit cards and the megamall / urban living complex, as if the book were written in 2008, rather than 1970.0 of 1 people found the following review helpful. Five StarsBy Daniel F TorresGreat.4 of 5 people found the following review helpful. What is "Real?"By Martin AsinerJust two years after the publication of *The System of Objects*, Jean Baudrillard continued in the same structuralist Marxist vein with the similarly themed *The Consumer Society*. Gary Genesko in *The Johns Hopkins Guide to Literary Theory* thinks that Baudrillard had "shed his structuralist shell" with the latter's second book, but the range of organizing theories of both continued to swirl around the grounding originally proffered by Saussure. The topics and terminology of soon to be published texts like *The Mirror of Production* and *Simulacra and Simulation* make their initial appearance here. The complexities of simulation and hyper-reality are the collective starting point for the core concepts by which Jean Baudrillard and post-structuralism have become synonymous. It is this emphasis on hyper-reality and simulation that formed the bases for such popular surreal science fiction films like *The Matrix* which most viewers know as a celluloid society that has an infinite regression of mirror images hiding behind other mirror images which continue ad infinitum with no one, not even the hero, knowing what is "real" whatever real means. In the 1970 version of capitalist society, Baudrillard offers a critique of western consumerism based not on the actual physical free choice needs of a consumer but on the manufactured pseudo-needs that some unknowing and probably uncaring potential purchaser has been subtly brainwashed into thinking that he wants all the while telling himself that his choice to purchase and use is entirely of his own free will. Thus, at the basis of *The Consumer Society* lies an evolving image of the consumer. From a free-willed individual who can make rational choices based on self-autonomy now emerges a post-Marxist consumer whose opinions of self are fleeting and false and in fact are manipulated by a clever Madison Avenue cabal of advertising executives working in tandem with adroit manufacturers to create a new type of consumer, one whose needs are imposed from without rather than energized from within. Along the way, this duo of advertisers and manufacturers has further tinkered with the previous and seemingly self-defining term: desire. Desire had been thought to possess reasonable limits. One might desire the latest in food, Armani jackets, or automobiles, but at some point desire reaches satiation. Baudrillard can now envision desire as a continuous closed-loop system, always expanding, never fulfilling as the consumer is subconsciously driven to purchase and use an infinity of products whose "differences" are more manufactured than real. Now how does Madison Avenue manage to create a consumer who is infinitely malleable? Baudrillard suggests that advertising promotes a concentric series of myths which have no intrinsic validity: advertising creates for itself an artificial universe of manufactured wants all of which presuppose a post-structuralist view of Truth as a slippery non-Event. Truth is whatever the advertisers want it to be and is inculcated into the collective psyches of the consumer. A myth appears concerning Product X. It is unique, desirable, and one must possess it now. Product X is now "real" in the same sense that Orwell's *Comrade Ogilvy* is from the novel *1984*, a novelistic society that has at its core a conformable set of tenets not unlike Baudrillard's *The Consumer Society*. The myth of Product X is real and is just as real as it appears to be, and that is the ultimate irony of manufactured simulation. But for a more complex discussion of simulated consumerism, Baudrillard would wait just a few more years for his ground breaking *Simulacra and Simulation*.

Now available in English for the first time, Jean Baudrillard's classic text was one of the first to focus on the process and meaning of consumption in contemporary culture. Originally published in 1970, the book still makes a vital contribution to current debates on consumption. Many of the themes which would make Baudrillard famous appear here for the first time. The book includes Baudrillard's most organized discussion of mass media culture, the meaning of leisure and anomie in affluent society. A chapter on the body demonstrates Baudrillard's extraordinary prescience for flagging vital subjects in contemporary culture long before others. This English translation begins with an introductory essay by George Ritzer.

The *Consumer Society* is the young Baudrillard at his best... a sociological study of the society of consumption of the finest order, this text continues to shed light on the subject and object of consumption, around which contemporary societies are organized' - "Douglas Kellner, University of TexasThe young Baudrillard at his best... a sociological study of the society of consumption of the finest order, this text continues to shed light on the subject and object of consumption, around which contemporary societies are organized.--Douglas Kellner The young Baudrillard at his best... a sociological study of the society of consumption of the finest order, this text continues to shed light on the subject and object of consumption, around which contemporary societies are organized. (Douglas Kellner)About the AuthorJean Baudrillard is the author of *Symbolic Exchange and Death* (1993), and most recently, *The Perfect Crime* (1997)