
The Advertising And Consumer Culture Reader

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Consumerism, Conformity, and Uncritical Thinking in America

Part I A The Crisis: Consumerism, Conformity, and Uncritical Thinking 1 Consumeristic Society One recent study found that by age 16 the typical American will have seen almost six million ads¹ This translates into more than one ad per waking minute² Such unrelenting commercial bombardment is exerting a powerful effect on American culture

Global Consumer Culture - University of Wyoming

Consumer culture is produced by agents who work directly in the market economy as managers, marketers, and advertising “creatives;” by independent “brokers” who analyze and criticize consumer ...

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