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Autore	Iqani Mehita
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Poverty and wealth depolarized; Consumption as communication: Semiotic doubling in distinction and mediation; Summing up: Consumption, inequality and aspiration; 3 Slum Tourism and the Consumption of Poverty in TripAdvisor Reviews: The Cases of Langa, Dharavi and Santa Marta

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"Eye-opening": Dealing with reality and the geopolitics of the class encounterSlum tours: Commoditized, moralized and mediated (a conclusion); 4 New Yuppies? Documentary Film Representations of Middle-Class Consumer Lifestyles in China and South Africa; Global south "yuppies"? Middle-class culture and capital; The middle class: Contested, constructed, relational; Salaried and spending: Economic capital, income and agency; Taste and mobility: Cultural capital, globalization and identity; "Yuppies" on film: Documenting social mobility in China and South Africa

The dream, success and morality: The representation of Chinese and black South African yuppie subjectivitiesProsperity and time: Narratives of the dream; On the symbolism of the luxury car: Spending and success; Living it up, playing it down: Deserving and democratizing wealth; Mediating the yuppie: Neoliberal culture and southern upward mobility; 5 Allegations of Consumption: Wealth and Luxury in News Reports of Corruption in South Africa and India; Corruption, society and the media: Interdisciplinary debates; Abusing power: Defining corruption and its consequences

Stereotypes of instability? Framing global south corruption

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#### Sommario/riassunto

What does consumption in the global south signify, and how are its complexities communicated in media discourses? This book looks at the media representation of consumer culture in Africa, China, Brazil and India through case studies ranging from celebrity selfies, to travel websites, news reports and documentary film.

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