

1. Record Nr.	UNINA9910819115403321
Titolo	Consumer culture, modernity and identity / / edited by Nita Mathur
Pubbl/distr/stampa	New Delhi : , : SAGE, , 2016
ISBN	81-321-1824-3 93-5388-119-6 93-5150-793-9 81-321-1962-2
Descrizione fisica	1 online resource : illustrations
Disciplina	306.3
Soggetti	Consumption (Economics) - Social aspects Consumers Group identity Social stratification
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	'Consumer Culture, Modernity and Identity' offers analysis of articulation of consumer culture and modernity in everyday lives of people in a transnational framework. It pursues three broad themes: lifestyle and construction of modern identity; fashion and identity; and subaltern concerns and moral subjectivities. It juxtaposes empirical studies with theoretical traditions in addressing questions such as: How do people imagine modernity and identity in consumer culture? What does modernity or 'being modern' mean to people in different societies? Are modernity and tradition antithetical to or develop an interface with each other?