

1. Record Nr.	UNINA9910826887303321
Autore	Walker David H
Titolo	Consumer chronicles : cultures of consumption in modern French literature // David H. Walker
Pubbl/distr/stampa	Liverpool, : Liverpool University Press, 2011
ISBN	1-78138-635-8 1-84631-715-0
Edizione	[1st ed.]
Descrizione fisica	1 online resource (vii, 328 pages) : digital, PDF file(s)
Collana	Contemporary French and francophone cultures ; ; v. 19
Disciplina	843.9093553
Soggetti	French literature - 19th century - History and criticism Consumption (Economics) - France - History - 19th century Consumer behavior - France - History - 19th century
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from publisher's bibliographic system (viewed on 02 Oct 2015).
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Waiting for the consumer society. Earning, yearning and making do : Huysmans, Les scœrs Vatard ; Flaneurs and shoppers : Huysmans, En menage ; From shopping to Schopenhauer : Huysmans, A vau-l'eau -- Economies of consumption (1). Transactions and value : Gide, L'Immoraliste -- Small shops. La Lente Agonie du petite commerce : Balzac, Grandeur et decadence de Cesar Birotteau and Zola, Au bonheur des dames ; Eleve dans le commerce : Celine, Mort a credit ; The emporium strikes back : Dutourd, Au bon beurre -- Big stores. The big sell ; The grand magasin : Zola, Au bonheur des dames (2) ; "Les Venus des comptoirs" : feminism and shopping in the 1920's ; Total retail : figures of the dystopian superstore -- Economies of consumption (2). Speculations on value -- Reflections on the consumer society. Post-war visions of paradise : the dawning of the consumer society ; Managing the consumers (1) : motivational analysts ; Managing the consumers (2) : advertisers : The consumers managing 1 : making do by instalments ; The consumers managing 2 : making do and producing.
Sommario/riassunto	At a time when the world is contemplating the depletion of non-renewable natural resources, the consumer society is increasingly being called into question. This is nowhere more acutely evident than in France, where since its beginnings in the nineteenth century, the

consumer revolution, extending market forces into every area of social and private life, has been perceived as a challenge to core elements in French culture, such as traditional artisan crafts and small businesses serving local communities. Cultural historians and sociologists have charted the increasing commercialisation of everyday life over the twentieth century, but few have paid systematic attention to the crucial testimony provided by the authors of narrative fiction. *Consumer Chronicles* rectifies this omission by means of close readings of a series of novels, selected for their authentic portrayal of consumer behaviour, and analysed in relation to their social, cultural and historical contexts. Walker's study, offering an imaginative interdisciplinary panorama covering the impact of affluence on French shoppers, shopkeepers and society, provides telling new insights into the history and characteristics of the consumer mentality.
