

Contents

	<i>General Editors' Preface</i>	ix
	<i>Preface</i>	xi
	<i>Acknowledgements</i>	xiv
1	Consumption in history	1
	<i>The birth of a consumer society</i>	1
	<i>Social emulation</i>	4
	<i>The Romantic ethic</i>	10
2	Cultural consumption as manipulation	18
	<i>The Frankfurt School</i>	18
	<i>The Leavisites</i>	23
	<i>Roland Barthes</i>	27
	<i>Problems with the cultural-consumption-as-manipulation model</i>	31
3	Cultural consumption as communication	36
	<i>Veblen and Simmel</i>	36
	<i>Symbolic goods</i>	42
	<i>The making of class difference</i>	44
	<i>Textual poaching</i>	49
	<i>Resistance</i>	51
4	Reading as production	61
	<i>Hermeneutics</i>	61
	<i>The Constance School: Iser and Jauss</i>	64
	<i>Interpretative communities</i>	67
	<i>Reading formations</i>	69
5	Cultural consumption: texts	76
	<i>From Encoding/Decoding to the 'Nationwide' Audience</i>	76
	<i>Cultural consumption of television</i>	81
	<i>Reading the Romance</i>	97
	<i>Going to the cinema: 'escapism' as social practice</i>	104

6	Cultural consumption in contexts of everyday life	108
	<i>Television talk and everyday life</i>	108
	<i>Cultural consumption in domestic contexts</i>	113
	<i>Cultural consumption in other contexts</i>	119
	<i>Nomadic audiences</i>	124
X 7	Cultural consumption, postmodernism and identities	128
	<i>The Althusserian inheritance</i>	128
	<i>An introduction to postmodernism and popular culture</i>	131
	<i>Postmodern cultural identities</i>	134
	<i>Cultural consumption, identities and displaced meaning</i>	140
	<i>Thinking cultural consumption and identities historically</i>	144
8	Gramscian cultural studies, popular culture and cultural consumption	149
	<i>Gramscian cultural studies and popular culture</i>	149
X	<i>Cultural consumption: production, textual analysis, consumption</i>	150
	<i>Gramscian cultural studies and cultural consumption</i>	163
	<i>Bibliography</i>	173
	<i>Index</i>	183