

# Suitably Modern Making Middle Class Culture In A New Consumer Society By Liechty Mark Published By Princeton University Press 2002 Paperback

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## **Suitably Modern** - Mark Liechty 2020-11-10

**Suitably Modern** traces the growth of a new middle class in Kathmandu as urban Nepalis harness the modern cultural resources of mass media and consumer goods to build modern identities and pioneer a new sociocultural space in one of the world's "least developed countries." Since Nepal's "opening" in the 1950s, a new urban population of bureaucrats, service personnel, small business owners, and others have worked to make a space between Kathmandu's old (and still privileged) elites and its large (and growing) urban poor. Mark Liechty looks at the cultural practices of this new middle class, examining such phenomena as cinema and video viewing, popular music, film magazines, local fashion systems, and advertising. He explores three interactive and mutually constitutive ethnographic terrains: a burgeoning local consumer culture, a growing mass-mediated popular imagination, and a recently emerging youth culture. He shows how an array of local cultural narratives--stories of honor, value, prestige, and piety--flow in and around global narratives of "progress," modernity, and consumer fulfillment. Urban Nepalis simultaneously adopt and critique these narrative strands, braiding them into local middle-class cultural life. Building on both Marxian and Weberian understandings of class, this study moves beyond them to describe the lived experience of "middle classness"--how class is actually produced and reproduced in everyday practice. It considers how people speak and act themselves into cultural existence, carving out real and conceptual spaces in which to produce class culture.

## **Gender and Popular Culture** - Kusha Tiwari 2019-11-13

This collection of essays explores contemporary reflections on interactions between gender and culture. The 11 contributions focus on varied dimensions of popular culture that define, interpret, validate, interrogate and rupture gender conventions. There are discussions on how children react to gender expectations and how this reaction is reflected in their activities like drawing and games. There are also investigations of films, female bodybuilding in the USA, transgender identity in Greek and Indian mythology, and women breaking glass ceilings and pioneering social movements in developing countries like India. Specific chapters are devoted to British TV series and Hindi films that address issues related to masculinity. Essays on challenges that women face in the corporate world and the real world of social inequalities, especially in developing countries, give this volume rich thematic diversity. The collection will be of interest to literary critics, film critics, gender studies scholars, and poets.

## **Becoming Middle Class** - Markus Roos Breines 2021-08-02

This book is an ethnography of urban-to-urban migration and its role in middle-class formation in Ethiopia. Through an examination of the intersections and tensions between physical movement and social mobility, it considers how young Tigrayan people's migration between urban centres made them distinct from both international migrants and non-migrants. Based on fieldwork in Adigrat and Addis Ababa, it focuses on these young people's notions of progress, experiences of higher education and ethnic tensions to demonstrate how their movements enabled them to enhance their economic, social and symbolic capital while their cultural capital remained largely unchanged. The book provides new insights into the opportunities and constraints for upward social mobility and argues that the emergence of shared characteristics

among urban-to-urban migrants led to the formation of a group that can be described as a middle class in Ethiopia.

## **The Emergence of Brand-Name Capitalism in Late Colonial India** - Douglas E. Haynes 2022-09-22

This book examines the emergence of professional advertising in western India during the interwar period. It explores the ways in which global manufacturers advanced a 'brand-name capitalism' among the Indian middle class by promoting the sale of global commodities during the 1920s and 1930s, a time when advertising was first introduced in India as a profession and underwent critical transformations. Analysing the cultural strategies, both verbal and visual, used by foreign businesses in their advertisements to capture urban consumers, Haynes argues that the promoters of various commodities crystalized their campaigns around principles of modern conjugality. He also highlights the limitations of brand-name capitalism during this period, examining both its inability to cultivate markets in the countryside or among the urban poor, and its failure to secure middle-class customers. With numerous examples of illustrated advertisements taken from Indian newspapers, the book discusses campaigns for male sex tonics and women's medicines, hot drinks such as Ovaltine and Horlicks, soaps such as Lifebuoy, Lux and Sunlight, cooking mediums such as Dalda and electrical household technologies. By examining the formation of 'brand-name capitalism' and two key structures that accompanied it- the advertising agency and the field of professional advertising- this book sheds new light on the global consumer economy in interwar India, and places developments in South Asia into a larger global history of consumer capitalism.

## **Rethinking New Womanhood** - Nazia Hussein 2018-04-09

Covering India, Bangladesh, Pakistan and Nepal, **Rethinking New Womanhood** effectively introduces a 'new' wave of gender research from South Asia that resonates with feminist debates around the world. The volume conceptualises 'new womanhood' as a complex, heterogeneous and intersectional identity. By deconstructing classification systems and highlighting women's everyday ongoing negotiations with boundaries of social categories, the book reconfigures the concept of 'new woman' as a symbolic identity denoting 'modern' femininity at the intersection of gender, class, culture, sexuality and religion in South Asia. The collection maps new sites and expressions on women and gender studies around nationhood, women's rights, transnational feminist solidarity, 'new girlhoods', aesthetic and sexualised labour, respectability and 'modernity', LGBT discourses, domestic violence and 'new' feminisms. The volume will be of interest to students and scholars across a range of disciplines including gender studies, sociology, education, media and cultural studies, literature, anthropology, history, development studies, postcolonial studies and South Asian studies.

## **Culinary Culture in Colonial India** - Utsa Ray 2015-01-05

This book utilizes cuisine to understand the construction of the colonial middle class in Bengal who indigenized new culinary experiences as a result of colonial modernity. This process of indigenization developed certain social practices, including imagination of the act of cooking as a classic feminine act and the domestic kitchen as a sacred space. The process of indigenization was an aesthetic choice that was imbricated in the upper caste and patriarchal agenda of the middle-class social reform. However, in these acts of imagination, there were important elements of

continuity from the pre-colonial times. The book establishes the fact that Bengali cuisine cannot be labeled as indigenist although it never became widely commercialized. The point was to cosmopolitanize the domestic and yet keep its tag of 'Bengaliness'. The resultant cuisine was hybrid, in many senses like its makers.

**Contested Capital: Rural Middle Classes in India** - Maryam Aslany 2020-12-03

It explores the formation of India's rural middle class, which rests on a complex, and often contradictory, set of processes that began unfolding with growing industrialisation in rural areas. It examines its composition, characteristics and social identification from the perspectives of three major class theorists: Marx, Weber and Bourdieu.

*The New Middle Classes* - Hellmuth Lange 2009-06-10

With respect to the developing and threshold economies, it is no longer the poor who are the only focus of media attention. Today, the new middle classes are about to take centre stage, too. With their lifestyles and attitudes, the new middle classes are considered to be both the products as well as the promoters of globalization. They are a highly heterogeneous group in socio-economic terms as well as in habits and preferences, including their societal role as consumers and citizens. The first wave of scholarly and political attention can be traced back to the mid-nineties. The focal point was surprise and unease about indubitable symptoms of consumerism which, until then had been seen as a characteristic of the richest western societies. However, since the nineties, consumerism has run rampant in developing countries too. This has particularly been noted with respect to the emerging middle classes in South East Asia. The "will to consume seemed inexhaustible, and appetites insatiable. This rage to consume [...] was both celebrated and feared by political leaders and other social/moral gatekeepers, who began to condemn the process as 'Westernization' and even 'westoxification'" (Chua 2000: xii). Ever since, the debate about the lifestyles of the new middle classes and their role in society has gained momentum.

**Middle Classes in Africa** - Lena Kroeker 2018-02-19

This volume challenges the concept of the 'new African middle class' with new theoretical and empirical insights into the changing lives in Sub-Saharan Africa. Diverse middle classes are on the rise, but models of class based on experiences from other regions of the world cannot be easily transferred to the African continent. Empirical contributions, drawn from a diverse range of contexts, address both African histories of class formation and the political roles of the continent's middle classes, and also examine the important interdependencies that cut across inter-generational, urban-rural and class divides. This thought-provoking book argues emphatically for a revision of common notions of the 'middle class', and for the inclusion of insights 'from the South' into the global debate on class. Middle Classes in Africa will be of interest to students and scholars across a range of disciplines, as well as NGOs and policy makers with an interest in African societies.

**Suitably Modern** - Mark Liechty 2003

Suitably Modern traces the growth of a new middle class in Kathmandu as urban Nepalis harness the modern cultural resources of mass media and consumer goods to build modern identities and pioneer a new sociocultural space in one of the world's "least developed countries." Since Nepal's "opening" in the 1950s, a new urban population of bureaucrats, service personnel, small business owners, and others have worked to make a space between Kathmandu's old (and still privileged) elites and its large (and growing) urban poor. Mark Liechty looks at the cultural practices of this new middle class, examining such phenomena as cinema and video viewing, popular music, film magazines, local fashion systems, and advertising. He explores three interactive and mutually constitutive ethnographic terrains: a burgeoning local consumer culture, a growing mass-mediated popular imagination, and a recently emerging youth culture. He shows how an array of local cultural narratives--stories of honor, value, prestige, and piety--flow in and around global narratives of "progress," modernity, and consumer fulfillment. Urban Nepalis simultaneously adopt and critique these narrative strands, braiding them into local middle-class cultural life. Building on both Marxian and Weberian understandings of class, this study moves beyond them to describe the lived experience of "middle classness"--how class is actually produced and reproduced in everyday practice. It considers how people speak and act themselves into cultural existence, carving out real and conceptual spaces in which to produce class culture.

*Upper Middle Class Social Reproduction* - María Luisa Méndez 2018-06-01

In the contemporary context of increasing inequality and various forms of segregation, this volume analyzes the transition to neoliberal politics in Santiago de Chile. Using an innovative methodological approach that combines georeferenced data and multi-stage cluster analysis, Méndez and Gayo study the old and new mechanisms of social reproduction among the upper middle class. In so doing, they not only capture the interconnections between macro- and microsocial dimensions such as urban dynamics, schooling demands, cultural repertoires and socio-spatial trajectories, but also offer a detailed account of elite formation, intergenerational accumulation, and economic, cultural, and social inheritance dynamics.

**Being Middle-class in India** - Henrike Donner 2012-06-25

Hailed as the beneficiary, driving force and result of globalisation, India's middle-class is puzzling in its diversity, as a multitude of traditions, social formations and political constellations manifest contribute to this project. This book looks at Indian middle-class lifestyles through a number of case studies, ranging from a historical account detailing the making of a savvy middle-class consumer in the late colonial period, to saving clubs among women in Delhi's upmarket colonies and the dilemmas of entrepreneurial families in Tamil Nadu's industrial towns. The book pays tribute to the diversity of regional, caste, rural and urban origins that shape middle-class lifestyles in contemporary India and highlights common themes, such as the quest for upward mobility, common consumption practices, the importance of family values, gender relations and educational trajectories. It unpacks the notion that the Indian middle-class can be understood in terms of public performances, surveys and economic markers, and emphasises how the study of middle-class culture needs to be based on detailed studies, as everyday practices and private lives create the distinctive sub-cultures and cultural politics that characterise the Indian middle class today. With its focus on private domains middleclassness appears as a carefully orchestrated and complex way of life and presents a fascinating way to understand South Asian cultures and communities through the prism of social class.

*The Oxford Handbook of the History of Consumption* - Frank Trentmann 2012-03-22

The Oxford Handbook of the History of Consumption offers a timely overview of how our understanding of consumption in history has changed in the last generation.

**Matchmaking in Middle Class India** - Parul Bhandari 2020-02-01

This book is an extensive and thorough exploration of the ways in which the middle class in India select their spouse. Using the prism of matchmaking, this book critically unpacks the concept of the 'modern' and traces the importance of moralities and values in the making of middle class identities, by bringing to the fore intersections and dynamics of caste, class, gender, and neoliberalism. The author discusses a range of issues: romantic relationships among youth, use of online technology and of professional services like matrimonial agencies and detective agencies, encounters of love and heartbreak, impact of experiences of pain and humiliation on spouse-selection, and the involvement of family in matchmaking. Based on this comprehensive account, she elucidates how the categories of 'love' and 'arranged' marriages fall short of explaining, in its entirety and essence, the contemporary process of spouse-selection in urban India. Though the ethnographic research has been conducted in India, this book is of relevance to social scientists studying matchmaking practices, youth cultures, modernity and the middle class in other societies, particularly in parts of Asia. While being based on thorough scholarship, the book is written in accessible language to appeal to a larger audience.

**The Rise of Africa's Middle Class** - Henning Melber 2016-12-15

Across Africa, a burgeoning middle class has become the poster child for the 'Africa rising' narrative. Ambitious, aspirational and increasingly affluent, this group is said to embody the values and hopes of the new Africa, with international bodies ranging from the United Nations Development Programme to the World Bank regarding them as important agents of both economic development and democratic change. This narrative, however, obscures the complex and often ambiguous role that this group actually plays in African societies. Bringing together economists, political scientists, anthropologists and development experts, and spanning a variety of case studies from across the continent, this collection provides a much-needed corrective to the received wisdom within development circles, and provides a fresh perspective on social transformations in contemporary Africa.

**The New Pakistani Middle Class** - Ammara Maqsood 2017-11-13

Images of religious extremism and violence in Pakistan—and the

narratives that interpret them—inform global events but also twist back to shape local class politics. Ammara Maqsood focuses on life in Lahore, where she untangles these narratives to show how central they are for understanding competition between middle-class groups.

#### **Patterns of Middle Class Consumption in India and China** -

Christophe Jaffrelot 2008-03-11

Patterns of Middle Class Consumption in India and China explores the complex history and sociology of the middle class from a comparative perspective. It has papers written by sociologists, anthropologists and political scientists rather than economists, so the emphasis is on cultural shifts rather than economic statistics. The major contribution of this volume is that these two emerging powers of Asia are not, as is usual, compared to the West, but with each other. Considering that these two societies have so much in common in scale, civilization history and as emerging economies, the book is timely. The focus of the book is on the social and political implications of the new consumption patterns among the middle classes of India and China in the context of economic growth, liberalization of markets and globalization. Reflecting upon and critically engaging with the traditional sociological notions on which definitions of the middle class have been based, the book analyzes the intermingling of these notions with new attitudes in the wake of the consumer revolution. More specifically, an entire gamut of aspects of the consumer culture have been explored—tourism, leisure activities and the entertainment industry (art, Karaoke and soap operas)—as well as the consumption of experiences through these. It is argued that these phenomena have particular Indian and Chinese incarnations, which need to be analyzed in a manner that does not privilege a limited western experience of globalization. With its fresh insights and perspectives, the book will appeal to students of anthropology, sociology, political science, media studies and cultural studies. It will also be useful for market research professionals.

#### Rethinking Privilege and Social Mobility in Middle-Class Migration -

Shanthi Robertson 2022-03-25

This volume explores the experiences of a wide variety of middle-class migrant groups across the globe, including 'ethnic entrepreneurs' building new businesses in cosmopolitan neighbourhoods in Sydney; Chinese grandparents shuttling between Australia, China and Singapore to support their extended families; well-off young Indians in Mumbai strategizing their future education pathways overseas; and Japanese mothers finding ways to belong in a London middle-class neighbourhood. This book asks how relatively privileged migrant groups negotiate their life trajectories, relationships and aspirations while 'on the move' and how they transform the communities and societies that they move between across time and space. The book's chapters consider motives for migration, as well as experiences of risk, uncertainty and insecurity in diverse local contexts. A fresh look at the migration of those who possess skills and resources that can bring about significant economic, social and cultural change, this book engages critically with the notions of 'middling' migration, social mobility and mobile privilege in the global context of hardening borders and immigration complexity. It will appeal to scholars with interests in contemporary forms of migration and mobility and their local and transnational consequences.

#### *Globalisation and the Middle Classes in India* - Ruchira Ganguly-Scrase 2009

This book discusses and analyses both the economic and cultural sides to globalisation in India, providing much-needed data in relation to several dimensions including the changing costs of living; household expenditure, debt and consumerism; employment and workplace restructuring gender relations and girls' education; global media and satellite television; and the significance of English in a globalising India.

#### *The Middle Class in Emerging Societies* - Leslie L. Marsh 2015-10-23

This volume examines the discursive construction of the meanings and lifestyle practices of the middle class in the rapidly transforming economies of Asia, Latin America, Africa and the Middle East, focusing on the social, political and cultural implications at local and global levels. While drawing a comparative analysis of what it means to be middle class in these different locations, the essays offer a connective understanding of the middle class phenomenon in emerging market economies and lay the groundwork for future research on emerging, transitional societies. The book addresses three key dimensions: the discursive creation of the middle class, the construction of the cultural identity through consumption practices and lifestyle choices, and the social, political and cultural consequences related to globalization and neoliberalism.

#### *The Middle Classes in Latin America* - Mario Barbosa Cruz 2022-07-13

As a collective effort, this volume locates the formation of the middle classes at the core of the histories of Latin America in the last two centuries. Featuring scholars from different places across the Americas, it is an interdisciplinary contribution to the world histories of the middle classes, histories of Latin America, and intersectional studies. It also engages a larger audience about the importance of the middle classes to understand modernity, democracy, neoliberalism, and decoloniality. By including research produced from a variety of Latin American, North American, and other audiences, the volume incorporates trends in social history, cultural studies and discursive theory. It situates analytical categories of race and gender at the core of class formation. This volume seeks to initiate a critical and global conversation concerning the ways in which the analysis of the middle classes provides crucial re-readings of how Latin America, as a region, has historically been understood.

#### **India's Middle Class** - Christiane Brosius 2012-06-12

This book examines the complexities of lifestyles of the upwardly mobile middle classes in India in the context of economic liberalisation in the new millennium, by analysing new social formations and aspirations, modes of consumption and ways of being in contemporary urban India. Rich in ethnographic material, the work is based on empirical case-studies, research material, and illustrations. Offering a model of how urban cosmopolitan India might be studied and understood in a transnational and transcultural context, the book takes the reader through three panoramic landscapes: new 'world-class' real estate advertising, a unique religious leisure site — the Akshardham Cultural Complex, and the world of themed weddings and beauty/wellness, all responses to India's new middle classes' tryst with cosmopolitanism. The work will be of particular interest to scholars and researchers in sociology, South Asian studies, media studies, anthropology and urban studies as also those interested in religion, performance and rituals, diaspora, globalisation and transnational migration.

#### **Youth, Class and Education in Urban India** - David Sancho

2015-12-22

Urban India is undergoing a rapid transformation, which also encompasses the educational sector. Since 1991, this important new market in private English-medium schools, along with an explosion of private coaching centres, has transformed the lives of children and their families, as the attainment of the best education nurtures the aspirations of a growing number of Indian citizens. Set in urban Kerala, the book discusses changing educational landscapes in the South Indian city of Kochi, a local hub for trade, tourism, and cosmopolitan middle-class lifestyles. Based on extensive ethnographic fieldwork, the author examines the way education features as a major way the transformation of the city, and India in general, are experienced and envisaged by upwardly-mobile residents. Schooling is shown to play a major role in urban lifestyles, with increased privatisation representing a response to the educational strategies of a growing and heterogeneous middle class, whose educational choices reflect broader projects of class formation within the context of religious and caste diversity particular to the region. This path-breaking new study of a changing Indian middle class and new relationships with educational institutions contributes to the growing body of work on the experiences and meanings of schooling for youths, their parents, and the wider community and thereby adds a unique, anthropologically informed, perspective to South Asian studies, urban studies and the study of education.

#### **The Middle Class in World Society** - Christian Suter 2020-05-21

This volume delves into the study of the world's emerging middle class. With essays on Europe, the United States, Africa, Latin America, and Asia, the book studies recent trends and developments in middle class evolution at the global, regional, national, and local levels. It reconsiders the conceptualization of the middle class, with a focus on the diversity of middle class formation in different regions and zones of world society. It also explores middle class lifestyles and everyday experiences, including experiences of social mobility, feelings of insecurity and anxiety, and even middle class engagement with social activism. Drawing on extensive fieldwork and in-depth interviews, the book provides a sophisticated analysis of this new and rapidly expanding socioeconomic group and puts forth some provocative ideas for intellectual and policy debates. It will be of importance to students and researchers of sociology, economics, development studies, political studies, Latin American studies, and Asian Studies.

#### **Liberalised India, Politicised Middle Class and Software**

**Professionals** - Anshu Srivastava 2021-09-06

This volume explores the emergence, evolution and definition of the middle class in India. As a class created as the interpreters between the

colonial rulers and the millions whom they governed in the pre-Independence era, the Indian middle class has existed in congruence with the state, occupying vital positions in state administration. Since Independence, this middle class underwent major sociological change as they live independent of the state, which affected their social, economic and political position, reaping benefits of liberalisation and globalisation through education and employment. An otherwise internally differentiated and heterogeneous group, the new Indian middle class often unifies itself to shape socio-political discourse that affects politics and policymaking, from domestic to international affairs. This volume analyses this class phenomenon through a close study of a new metropolitan middle class in India - the software professionals, emblematic of the 'new India'. It discusses this emerging class as a political category and their engagements with the state, democracy, political parties, issues of gender, basic necessities and social justice. Further, it discusses their social action and 'middle class activism' for issues such as environment, cleanliness and corruption, particularly highlighting its presence in the private sector and electronic media. A fresh perspective on India's political milieu, this volume will be of interest to scholars and researchers of sociology, modern Indian history, political science, economics and South Asia studies.

**Rising Middle Classes in China** - Li Chunling 2012-04-01

This key new book gathers together the latest research results from renowned Chinese scholars who have comprehensively examined the formation of China's middle class. The coverage takes in key background issues, socioeconomic status and sociopolitical functions, the definition, values, social attitudes, income and consumption characteristics of China's rapidly expanding middle class.

*The Reinvention of Distinction* - Van Nguyen-Marshall 2011-11-17

This pioneering collection brings together an international group of scholars to explore the Vietnamese middle class. From the leisure pursuits of the colonial middle class to the impact of the new urban rich on landscape of the countryside, this interdisciplinary volume explores the ways in which middle classness has been practiced in a wide range of contexts throughout the 20th century and into the 21st. In addition to offering insights into how middle classness was and is constituted and negotiated, this collection illuminates the cultural and social conditions of two distinctive periods in Vietnamese history. Three historical chapters consider how middle class status was experienced and displayed under French colonialism and in 1960s republican. These chapters offer examinations of middle classness through recreation, consumption, and associational life. Six contemporary studies examine the modes of experimentation and practice within middle class urban Vietnam. Still a sensitive topic politically, the contemporary middle class, nascent but increasingly powerful, is exerting a strong impact on the shape of contemporary society and culture, as well as on urban and rural landscapes. This volume offers a series of studies which critically interrogate the practices of those who engage in or aspire to urban middle-class lifestyles in Vietnam both in the past and in the present.

[The Middle Class in Neoliberal China](#) - Hai Ren 2013

Investigating the new politics of the middle class in China, this book addresses three major questions. First, how does the Chinese state deal with problems of national sovereignty and political representation to create the middle class both as a legitimate category of the people and as an ideal norm of citizenship? Second, how does the recognition of the middle class norm take place in the practice of everyday life? Finally, what kind of risks does the politics of the middle class generate not only for middle class subjects but also for the disenfranchised? In answering these questions, this book examines a set of practices, bodies of knowledge, measures, and institutions that aim to manage, govern, control, and orient the behaviours, gestures, and thoughts of Chinese citizens.

**Class, Culture and Belonging in Rural Childhoods** - Rose Butler 2018-08-23

This book explores how rural children negotiate economic insecurity and difference. Based on long-term ethnographic research in rural Australia, it shows that children draw on class-based ideas of moral worth, anchored in racialised and gendered understandings, to negotiate financial hardship and insecurity. Through close observations in the classroom, school yard and the home, and interviews with diverse young people, their parents and teachers, *Class, Culture and Belonging in Rural Childhoods* takes us deep into children's everyday struggles and their efforts to manage insecurity and belonging within a polarised economic landscape. This book offers compelling new analysis of children's experiences at a time of rapid and far-reaching change in rural

communities and the world at large. This unique and engaging ethnography of rural Australia makes an important and timely contribution to wider understandings of how children navigate the precarious circumstances of the present.

**The Making of the Middle Class** - A Ricardo López-Pederos 2012-01-18

The contributors question the current academic understanding of what is known as the global middle class. They see middle-class formation as transnational and they examine this group through the lenses of economics, gender, race, and religion from the mid-nineteenth century to today.

**Enterprise Culture in Neoliberal India** - Nandini Gooptu 2013-10-30

The promotion of an enterprise culture and entrepreneurship in India in recent decades has had far-reaching implications beyond the economy, and transformed social and cultural attitudes and conduct. This book brings together pioneering research on the nature of India's enterprise culture, covering a range of different themes: workplace, education, religion, trade, films, media, youth identity, gender relations, class formation and urban politics. Based on extensive empirical and ethnographic research by the contributors, the book shows the myriad manifestations of enterprise culture and the making of the aspiring, enterprising-self in public culture, social practice, and personal lives, ranging from attempts to construct hegemonic ideas in public discourse, to appropriation by individuals and groups with unintended consequences, to forms of contested and contradictory expression. It discusses what is 'new' about enterprise culture and how it relates to pre-existing ideas, and goes on to look at the processes and mechanisms through which enterprise culture is becoming entrenched, as well as how it affects different classes and communities. The book highlights the social and political implications of enterprise culture and how it recasts family and interpersonal relationships as well as personal and collective identity. Illuminating one of the most important aspects of India's current economic and social transformation, this book is of interest to students and scholars of Asian Business, Sociology, Anthropology, Development Studies and Media and Cultural Studies.

**India Today** - Arnold P. Kaminsky 2011

With more than a billion citizens - almost 18 per cent of the world's population - India is a reflection of over 5,000 years of interaction and exchange across a wide spectrum of cultures and civilizations. "India Today: An Encyclopedia of Life in the Republic" describes the growth and development of the nation since it achieved independence from the British Raj in 1947. The two-volume work presents an analytical review of India's transition from fledgling state to the world's largest democracy and potential economic superpower. Providing current data and perspective backed by historical context as appropriate, the encyclopedia brings together the latest scholarship on India's diverse cultures, societies, religions, political cultures, and social and economic challenges. It covers such issues as foreign relations, security, and economic and political developments, helping readers understand India's people and appreciate the nation's importance as a political power and economic force, both regionally and globally

*Seoul, Korea's Global City* - Kyoung-Ho Shin 2020-05-27

Seoul, as one of Asia's rising global cities, has been a place where enormous changes in politics, industry, and culture have taken place over the last five decades. This book explores the new urbanism in Seoul from the perspective of global political economy, focusing on the contexts in which the city has witnessed the transformation of its population structure, such as the rise of the global urban middle class and the city's increased nodal function in commodity chains. The burgeoning signs of Seoul's status as a global city are discussed in terms of transnational tourism and the frequency of study abroad, the immigrant community, and cross-border cultural flows. Examining the labour structures within the city, economic growth policy, the role of advanced information technology, and neoliberal urban development, the authors also examine the local response in the city to its emerging status. A study of the development of the Korean capital and its deep embeddedness in the world economy, Seoul, Korea's Global City will appeal to scholars of sociology, geography and economics with interests in political economy, urban studies and Asian studies.

[Telemodernities](#) - Tania Lewis 2016-08-12

Yoga gurus on lifestyle cable channels targeting time-pressured Indian urbanites; Chinese dating shows promoting competitive individualism; Taiwanese domestic makeover formats combining feng shui with life planning advice: Asian TV screens are increasingly home to a wild proliferation of popular factual programs providing lifestyle guidance to

viewers. In *Telemodernities* Tania Lewis, Fran Martin, and Wanning Sun demonstrate how lifestyle-oriented popular factual television illuminates key aspects of late modernities in South and East Asia, offering insights not only into early twenty-first-century media cultures but also into wider developments in the nature of public and private life, identity, citizenship, and social engagement. Drawing on extensive interviews with television industry professionals and audiences across China, India, Taiwan, and Singapore, *Telemodernities* uses popular lifestyle television as a tool to help us understand emergent forms of identity, sociality, and capitalist modernity in Asia.

[Globalising Everyday Consumption in India](#) - Bhaswati Bhattacharya  
2021-07-22

This book brings together historical and ethnographic perspectives on Indian consumer identities. Through an in-depth analysis of local, regional, and national histories of marketing, regulatory bodies, public and domestic practices, this interdisciplinary volume charts the emergence of Indian consumer society and discusses commodity consumption as a main feature of Indian modernity. The nationalist discourse was formed by starting with the morality of consumption patterns feeding into middle-class identity; the chapters demonstrate how different strata of society were targeted as markets for everyday commodities associated with global lifestyles early on. A section of the book illustrates how a new group of professionals engaged in advertising trying to create a market shaped tastes and discourses and how campaigns provided a range of consumers with guidance on 'modern lifestyles'. Chapters discussing advertisements for consumables, like coffee and cooking oil, show these to be part of new public cultures. The ethnographic chapters focus on contemporary practices and consumption as a main marker of class, caste and community. Throughout the book consumption is shown to determine communal identities, but some chapters also highlight how it reshapes intimate relationships. The chapters explore the middle-class family, microcredit schemes, and metropolitan youth cultures as sites in which consumer citizenship is realised. The book will be of interest to readers from a range of disciplines, including anthropology, history, geography, sociology, South Asian studies, and visual cultures.

*We Have Never Been Middle Class* - Hadas Weiss 2019-10-29

Taking apart the ideology of the "middle class" Tidings of a shrinking middle class in one part of the world and its expansion in another absorb our attention, but seldom do we question the category itself. *We Have Never Been Middle Class* proposes that the middle class is an ideology. Tracing this ideology up to the age of financialization, it exposes the fallacy in the belief that we can all ascend or descend as a result of our aspirational and precautionary investments in property and education. Ethnographic accounts from Germany, Israel, the USA and elsewhere illustrate how this belief orients us, in our private lives as much as in our politics, toward accumulation-enhancing yet self-undermining goals. This original meshing of anthropology and critical theory elucidates capitalism by way of its archetypal actors.

[Consumption Patterns Of The Middle Class In Contemporary China](#) - Zhu Di 2018-03-13

This book, set against the background of accounts of globalisation, aims to figure out the consumer orientation of the middle class in contemporary China, in particular how the new elements in consumer orientation operate in the Chinese context. It focuses on the contemporary middle class. Data used in the book are taken from national representative surveys conducted in the recent decade and also from 30 interviews with middle class people in Beijing. The book focuses on the consumption patterns from everyday consumption, taste and material culture. It highlights consumers' self-referential orientations: the pursuit of pleasure, tempered by considerations regarding comfort, is a significant form of aesthetic justification. Living within one's means i.e. keeping a balance between expenditure and income is the main moral justification. Consumers' orientations draw on a new set of elements, conceptualised in this research as "the orientation toward personal pleasure and comfort." This orientation is shaped by social conventions, traditional values and the metropolitan context. The findings challenge the stereotype of the Chinese "new rich" and the one-dimensional pictures of tendencies towards either conspicuous display or frugality. Contents: Introduction Theoretical Approaches from the Sociology of Consumption The Formation of the Contemporary Middle Class The Emergence of Consumer Culture Research Methodology Characteristics of the Middle Class and Their Consumption Patterns Homeownership of the Young Middle Class Everyday Consumption of the Middle Class Consumption and Social Conventions Taste and Material Aspiration

Conclusion Readership: Policymakers, professionals, academics, undergraduate and graduate students interested in China's new rich and the consumer orientation of the middle class in contemporary China. Keywords: Consumption; Middle Class; China Study; Taste; Consumer Culture; Survey Review: Key Features: This book employs systematic methodology and framework to analyze consumer culture of the middle class, which could generate both academic and marketing significance This book draws on a new and distinct conceptualization of the Chinese middle class as "the orientation toward personal pleasure and comfort," to be opposed to the popular depiction of their being either conspicuous or frugal The author, with her work and life experiences in both China and the UK, has conducted academic practices in multiple contexts and witnessed consumer culture of the Chinese middle class in both China and overseas; these experiences therefore empower the book with more comprehensive and penetrating insights

**Beyond Consumption** - Manish K Jha 2021-10-15

This book analyses India's middle class by recognising the diversity within the class, the people, their practices, and the production of spaces. It explores the economic and social lives of the new middle class, expanding the areas of inquiry beyond consumption in post-liberalisation India and its intersectionalities with gender, caste, religion, migration, and other socioeconomic markers in various cities across the country. The book interrogates the meanings and perceptions of social mobility, growth, consumerism, technology, social identity, and development and examines how they can be emancipatory or subjugating in different contexts. It engages with the new entrants in the middle class, particularly from the marginalised sections, their struggles, insecurities, anxieties, agency, and experiences. The personal, emotive, and psychic dimensions of social mobility have been dealt with in the larger context of socioeconomic settings. The book crosses disciplinary and spatial boundaries and uses a variety of methodologies to provide perspectives on several unexplored or underexplored areas of India's new middle class. This book will be of interest to scholars and researchers of sociology, economics, development studies, public policy, and South Asian studies.

**Citizenship in the Latin American Upper and Middle Classes** - Fiorella Montero-Diaz 2019-05-02

The problem of citizenship has long affected Latin America, simultaneously producing inclusion and exclusion, division and unity. Its narrative and practice both reflect and contribute to the region's profound inequalities. However, citizenship is usually studied on the margins of society. Despite substantial public interest in recent mass mobilizations, the middle and upper classes are rarely approached as political agents or citizens. As the region's middle classes continue to grow and new elites develop, their importance can only increase. This interdisciplinary volume addresses this gap, showcasing recent ethnographic research on middle- and upper-class citizenship in contemporary Latin America. It explores how the region's middle and upper classes constitute themselves as citizens through politics and culture, and questions how these processes interact with the construction of difference and commonality, division and unity. Subsequently, this collection highlights how elite citizenships are constructed in dialogue with other identities, how these co-constructions reproduce or challenge inequality, and whether they have the potential to bring about change. *Citizenship in the Latin American Upper and Middle Classes* will appeal to scholars, advanced undergraduate and postgraduate students interested in fields such as Latin American Studies, Citizenship Studies, Political Science and Cultural Studies; and to a general readership interested in Latin American politics and society. [Adventure Comics and Youth Cultures in India](#) - Raminder Kaur 2018-10-11

This pioneering book presents a history and ethnography of adventure comic books for young people in India with a particular focus on vernacular superheroism. It chronicles popular and youth culture in the subcontinent from the mid-twentieth century to the contemporary era dominated by creative audio-video-digital outlets. The authors highlight early precedents in adventures set by the avuncular detective Chacha Chaudhary with his 'faster than a computer brain', the forays of the film veteran Amitabh Bachchan's superheroic alter ego called Supremo, the Protectors of Earth and Mankind (P.O.E.M.), along with the exploits of key comic book characters, such as Nagraj, Super Commando Dhruv, Parmanu, Doga, Shakti and Chandika. The book considers how pulp literature, western comics, television programmes, technological developments and major space ventures sparked a thirst for extraterrestrial action and how these laid the grounds for vernacular

ventures in the Indian superhero comics genre. It contains descriptions, textual and contextual analyses, excerpts of interviews with comic book creators, producers, retailers and distributors, together with the views, dreams and fantasies of young readers of adventure comics. These narratives touch upon special powers, super-intelligence, phenomenal technologies, justice, vengeance, geopolitics, romance, sex and the

amazing potentials of masked identities enabled by navigation of the internet. With its lucid style and rich illustrations, this book will be essential reading for scholars and researchers of popular and visual cultures, comics studies, literature, media and cultural studies, social anthropology and sociology, and South Asian studies.