

Consumption and the Globalization Project

International Hegemony and the
Annihilation of Time

Edward A. Comor

Associate Professor

and

Rogers Chair in Journalism and New Information Technology

University of Western Ontario

Canada

palgrave
macmillan

Contents

<i>List of Illustrations and Table</i>	ix
<i>Preface</i>	x
<i>List of Abbreviations</i>	xiii
1 Introduction	1
Consumption and growth	4
Consumption, consent and American foreign policy	5
The globalization project	7
Globalization and commodification	9
Hegemony and consumption	11
Globalization, time and space	13
Chapter previews	15
2 Power, Hegemony and the Institution of Consumption	19
Conceptualizing power	20
Consumption as an institution	24
The capitalist dynamic and the mediation of change	29
Consumption and hegemonic order	32
Carrots, sticks, treadmills and common sense	36
Conceptual systems	40
Hegemonic framing	43
3 The Birth of Capitalist Consumption	47
From feudalism to capitalism: Existential implications	48
The decline of community, the ascent of the impersonal	52
Capitalism and the mediation of relations	55
Competitive consumption and the new bourgeoisie	57
Temporal transformations and working class life	61
Commodity fetishism, electricity and the department store	63
Twentieth-century advertising and working class consumption	67
The press, radio and branding	68
Television, suburbia and the commercialization of conceptual systems	72
Transforming conceptual systems	75

4	Global Civil Society or Global Consumer Society?	80
	GCS and globalization theory	81
	ICTs, identities and the GCS delusion	86
	GCS's more sophisticated proponents	91
	From delusion to the reality of illusion	94
	Towards a different GCS	99
5	'Developing' Political Economies and Global Consumer Society	106
	Global consumer society? The case of India	107
	Indian 'middle class' consumption	113
	Global consumer society? The case of China	117
	Post-revolution consumption	122
	The 'developing' world and abstract universalisms	124
	The global commodification of human relations	127
	Common sense and resistance	132
6	Neo-Imperialism, Consumption and the Crisis of Time	135
	America's neo-imperialist turn	136
	The globalization project challenged	142
	Time, space and the ascent of the sensual	145
	Temporal neglect- <i>cum</i> -imperial policy	147
	Suicidal implications	151
	Contradiction, resistance and a plea for time	154
	Alternative futures	157
7	Conclusion	160
	<i>Notes</i>	172
	<i>Bibliography</i>	191
	<i>Index</i>	199