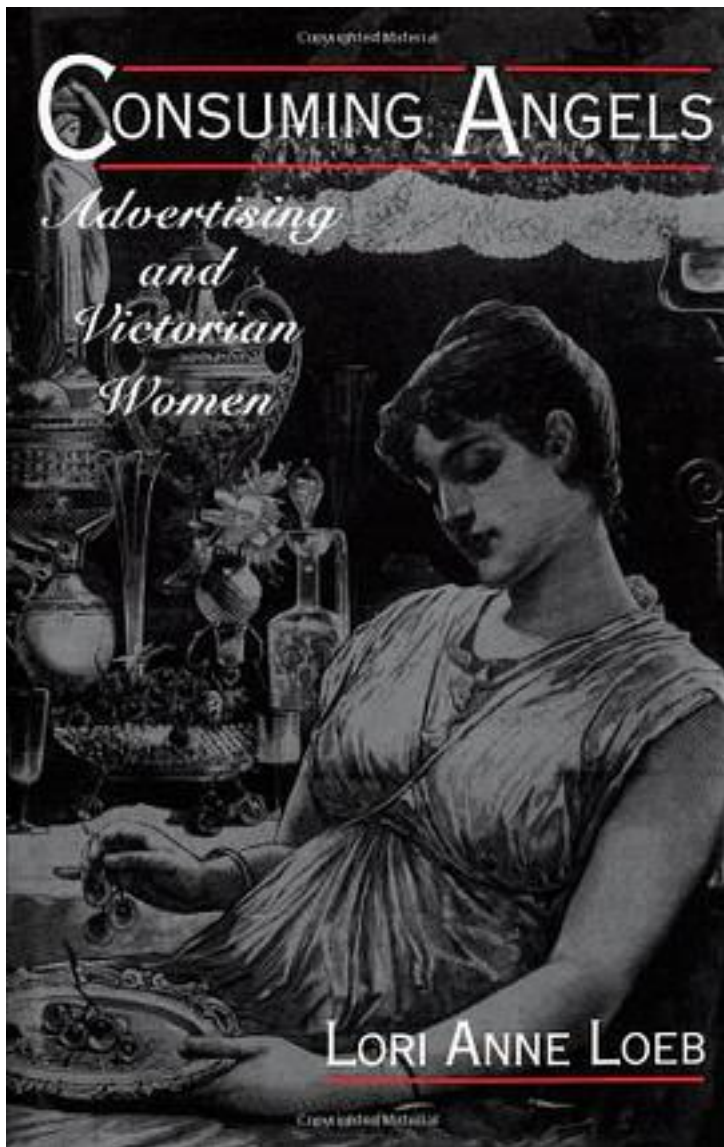


# Consuming Angels



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出版者:Oxford University Press

出版时间:1994-10-13

装帧:Hardcover

isbn:9780195085969

Timid and retiring, the Victorian housewife was an "angel in the house," or so says the stereotype. But when this angel picked up a popular magazine-The Lady, for instance-she saw in its advertisements images of Greek goddesses, women warriors, queens, actresses, adventurers. These arrestingly sexual and surprisingly powerful images are the subject of Consuming Angels, a major examination of how Victorian ads shaped social values. Stylishly written and featuring 73 reproductions, this book shows how ads used the hedonistic aspects of Victorian culture to sell their wares, glorified consumerism, and mythologized the middle-class life. Images of aggressive women, Loeb shows, played well to both men and women. And ultimately, these ads helped usher in the twentieth century with the creation of a new community: the community of consumers.

作者介绍:

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