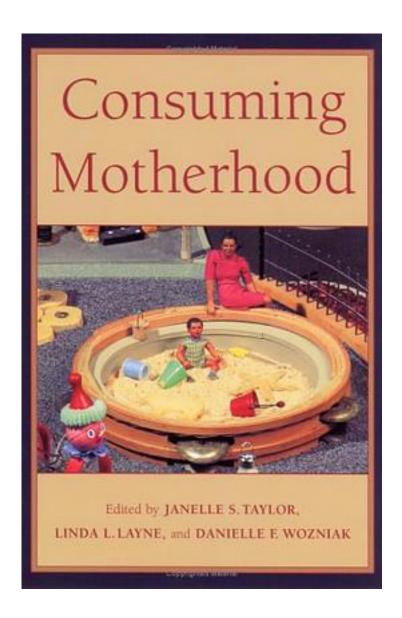
## Consuming Motherhood



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著者:Layne, Linda L. 编

出版者:Rutgers Univ Pr

出版时间:2004-8

装帧:Pap

isbn:9780813534305

Consuming Motherhood addresses the provocative question of how motherhood and consumption--as ideologies and as patterns of social action--mutually shape and constitute each other in contemporary North American and European social life. Ideologically, motherhood and consumption are often constructed in opposition to each other, with motherhood standing in as a naturalized social relation that is thought to be uniquely free of the calculating instrumentality that dominates commercial relations. Yet, in social life, motherhood and consumption are inseparable. Whether shopping for children's clothing or childbirth service, or making decisions about adoptin children, becoming a mother (and maternal practice more generally) is deeply influenced by consumption. How can the relationship between motherhood and consumption be revealed, and critically analyzed? Consuming Motherhood brings together a group of sociologists, anthropologists, and religious studies scholars to address this question through carefully grounded ethnographic studies. This insightful book reveals how mothers negotiate the contradictory forces that position them as both immune from and the target of consumerist tendencies in contemporary global society.

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