

Cool Capitalism

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Thomas Frank coined the term 'the conquest of cool'. This book shows how this conquest is at the heart of the dynamics of contemporary capitalism. Jim McGuigan argues that 'cool capitalism' incorporates disaffection into capitalism itself, absorbing rebellion and thereby neutralising opposition to the present system of culture and society. McGuigan explores a huge variety of cultural examples, from the sleek images of mainstream advertising, to the fringes of artistic production, offering a vigorous critique of our understanding of subversion, resistance and counter-culturalism. Has capitalism really colonised our planet? McGuigan shows that there is still some space left for rebellion against the seductive power of the free market economy.

作者介绍:

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标签

英文原版

文化研究

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评论

Jim的书，总之我们都被Neo-liberalism下的capitalism耍了就对了。这次论文就写这个，撞到他枪口上，应该会被盯的很惨吧。。。

Cool capitalism refers to the way in which how neo-liberalism incorporated the value of counter-culture into its hegemony. This book is intended to expose how hegemony works by combining PEC and cultural analyses.

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书评

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