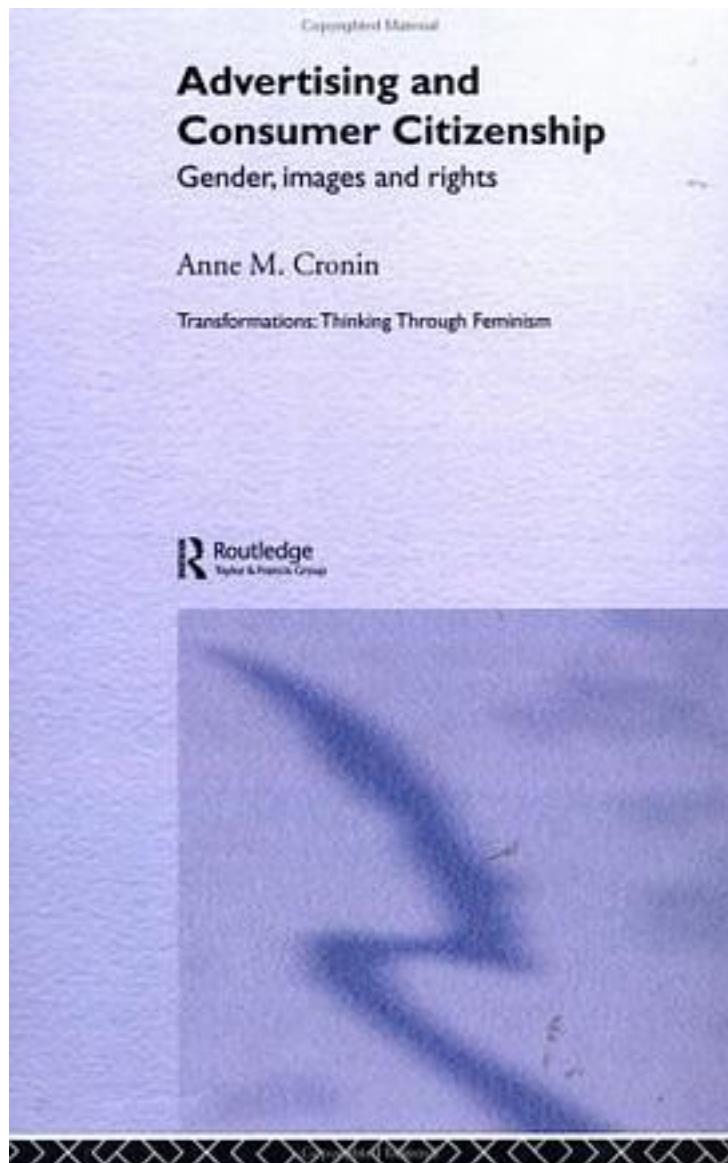


# Advertising and Consumer Citizenship



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It is commonly accepted that we live in a society increasingly dominated by consumerism, where what we are is expressed by what we buy, and that advertising is one of the primary means through which we absorb these meanings. In this exciting and provocative study, Anne Cronin uses a close analysis of a variety of print advertising to highlight gender's organising function in the contemporary culture of the image and to explore the articulation between the sexed, classed and racialised construction of the consumer which advertising creates and the figure of the citizen produced by contemporary political discourses of identity and belonging across Europe. This book will be essential reading for all students of consumption, media and the new politics of citizenship.

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