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**Zygmunt Bauman's Consuming Life  
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Consumerism is a social and economic order that encourages an acquisition of goods and services in ever-increasing amounts. With the industrial revolution, but particularly in the 20th century,

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mass production led to overproduction—the supply of goods would grow beyond consumer demand, and so manufacturers turned to planned obsolescence and advertising to manipulate consumer spending.

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... C. Consumer Culture 1. In some respects, postwar consumerism

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controversial "Open Skies" plan to inspect American nuclear weaponry. the Soviets rejected Eisenhower's "Atoms for Peace" plan.

## **The Consumer Society - Monoskop**

America's consumer economy reshaped how Americans experienced culture and shaped their identities. The Affluent



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Society gave Americans new experiences, new outlets, and new ways to understand and interact with one another. “The American household is on the threshold of a revolution,” the New York Times declared in August 1948.

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