

# Handbook of Research on Consumption, Media, and Popular Culture in the Global Age

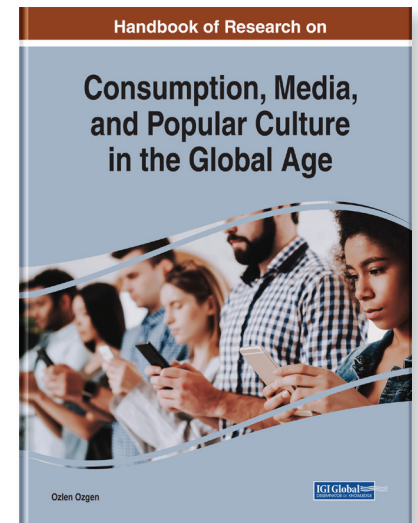
Part of the Advances in Media, Entertainment, and the Arts Book Series

Ozlen Ozgen (Atılım University, Turkey)

## Description:

The mass production and diversification of media have accelerated the development of popular culture. This has started a new trend in consumerism of desiring new consumption objects and devaluing those consumption objects once acquired, thus creating a constant demand for new items. Pop culture now canalizes consumerism both with advertising and the marketing of consumerist lifestyles, which are disseminated in the mass media.

The **Handbook of Research on Consumption, Media, and Popular Culture in the Global Age** discusses interdisciplinary perspectives on media influence and consumer impacts in a globalizing world due to modern communication technology. Featuring research on topics such as consumer culture, communication ethics, and social media, this book is ideally designed for managers, marketers, researchers, academicians, and students.



**ISBN:** 9781522584919

**Release Date:** May, 2019

**Copyright:** 2019

**Pages:** 550

## Topics Covered:

- 3D Printing
- Communication Ethics
- Consumer Culture
- Hashtivism
- Marketing Sustainability
- Mobile Technology
- Multiculturalism
- Multimedia Influence
- Peer Effects
- Social Media

**Hardcover: \$295.00**

**E-Book: \$295.00**

**Hardcover + E-Book: \$355.00**

## Order Information

Phone: 717-533-8845 x100

Toll Free: 1-866-342-6657

Fax: 717-533-8661 or 717-533-7115

Online Bookstore: [www.igi-global.com](http://www.igi-global.com)

Mailing Address: 701 East Chocolate Avenue, Hershey, PA 17033, USA