


[DOWNLOAD](#)


## Consequences of planned obsolescence for consumer culture and the promotional self

By Christoph Behrends

GRIN Verlag Gmbh Feb 2008, 2008. Taschenbuch. Book Condition: Neu. 212x146x1 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2004 in the subject Sociology - Communication, grade: 1,7, University of Leicester (Centre for Mass Communication Research), course: Advertising, Culture and Communication, 5 entries in the bibliography, language: English, abstract: During the 20th century, the industrialised countries have developed an extensive amount of obsolescence. It has become clear that nations in the developed world over-consume, while the poor in the developing world pay the price of our increased consumption with their lowered standards of living and increasing environmental damage . When did obsolescence emerge, in how far is it planned, and which consequences does it have for consumer culture and the promotional self on a broader scale By drawing on numerous examples, this essay explains how advertisements are constructed semiotically and which ideologies they derive from. 20 pp. Englisch.



**READ ONLINE**

[ 5.77 MB ]

### Reviews

*This ebook is wonderful. I could comprehend every thing out of this created e book. I am just effortlessly can get a satisfaction of reading a created pdf.*

-- **Federico Nolan**

*This ebook could be worthy of a read through, and far better than other. I am quite late in start reading this one, but better then never. I realized this publication from my dad and i advised this publication to learn.*

-- **Stefan Von**