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**Annotated Bibliography**

Scholliers, Peter. "Convenience Foods. What, Why, and When." *Appetite*, vol. 94, Nov. 2015, pp. 2-6. EBSCO*host*, doi:10.1016/j.appet.2015.02.017.

Peter Scholliers highlights the past and present studies of convenience foods—an umbrella term which comprises eating in, the meal, as well as industrially manufactured food— in this cohesive article. He uses Google Scholar to map the usage of several convenience-food related key terms and phrases since the conception of convenience dining around the 1950s. This article is prepared on behalf of FOST, the Social and Cultural Food Studies unit out of Vrije Universiteit Brussel (VUB), a group which “studies all aspects of food since the late eighteenth century and up to today.” (Scholliers) Taking this into account, I feel confident using this source as a primary resource for a lot of my fast-food historical information.

Fraterrigo, Elizabeth. *Playboy and the Making of the Good Life in Modern America*. Oxford University Press, 2009.

In this book, Elizabeth Fraterrigo provides a breadth of information and analysis into the 1950s founded, but still ever-popular magazine, Playboy. She discusses the magazines early days, as well as mentions and briefly elaborates upon the short airing Playboy TV show, “Playboy’s Penthouse.” Her main claims follow the general notion that Playboy redefined the successful—and “good life”— for men in America during the 1950s and for all succeeding generations as well. The portrayals in the magazine blurred the gender roles/authorities and helped establish the uneven, and inappropriately enforced hierarchy within society. Playboy displayed a world “in which expensive goods and sexually available women were plentiful, obligations were few, and if one worked hard enough, one could enjoy abundant leisure and consumption.” (Fraterrigo) The conclusions made in this book will help me to demonstrate my claims about the shift in the mindset to mass consumption and immediate gratification through the avenue of the advertisement of sex and leisure.

Jundt, Thomas. *Greening the Red, White, and Blue: the Bomb, Big Business, and Consumer Resistance in Postwar America*. Oxford University Press, 2014. ISBN: 9780199378562

Thomas Jundt illustrates the beginnings of Environmentalism and its roots in mid-20th century American citizen defiance against the emerging big-business/consumerist culture. The frequency of the federal government during the previous generations to put full confidence in economic growth as the nation’s primary goal regardless of environmental or human-health repercussions, compounded with the steady creeping rise of powerful corporations started to cause deep-rooted tensions to arise among some members of the population—thus forming the Environmentalists. Though my paper will not be focusing on the neglect of the environment by large companies and the government, it does center on the public’s reaction to the shift in consumer attitudes. These attitudes are the less popular of the advertised viewpoints because companies didn’t want to show people defying the new shift to consumerism. I will be able to apply the information provided in this exposition about the Environmentalists’ defiant viewpoint and reactions to and of big business and mass consumption.

Mandell, Lewis, and Sarah Holmes. “Diners Club Begins a New Industry.” *Salem Press Encyclopedia*, Jan. 2017. *EBSCOhost*, eds.b.ebscohost.com/eds/detail/detail?vid=0&sid=e3ccafde-7df3-419e-b303-e3bb32f02e7d%40sessionmgr102&bdata=JnNpdGU9ZWRzLWxpdmUmc2NvcGU9c2l0ZQ%3d%3d#db=ers&AN=89314354.

Lewis Mandell and Sarah Holmes explicate the origins of the modern day credit card. They also detail how it impacted the decade of its founding, the 1950s, as well as the following decades. It discusses the concepts roots in the dining industry in addition to its speedy adoption throughout other industries such as clothing, entertainment, and electronic amenities. They provide consistent documentation of their all their sources from all well-known/reliable publishers. Some of which included (but were not limited to) the Ann Arbor Institute for Social Research, Forbes, MIT Press, and Consumer Reports. The information provided in this article will help me to illustrate the beginnings of, what some might call, the Card of Consumerism –a concept essential for an exposition describing the consumer culture and mass consumption in America.

Mock, Erin Lee. “Getting Comfortable: Sex, Reading, and Postwar Adjustment in 1950s Playboy.” *Journal of Popular Culture*, Apr. 2017, pp. 363–388., doi:10.1111/jpcu.12542.

The introduction of the explicit material within Playboy brought up several controversies of the appropriateness of its place within day-to-day society. People were now casually viewing advertisements that were flashing women who were literally flashing the camera—this phenomenon was bizarre and unparalleled in society up to the time Playboy was released. Erin Lee Mock discusses this transformation of acceptance and appropriateness of explicit material within the post-war society of the 1950s. She focuses her argument on soldiers returning from home and their re-entrance into this shifting atmosphere that was modern mid-20th century America. For the purpose of supporting my argument, I will be analyzing her claims about the demand for the content within Playboy and how this influenced the backing of immediate gratification and free-will mass consumption of whatever one might want, including sex and casual pleasure, which was new to this era.

Logemann, Jan. “Different Paths to Mass Consumption: Consumer Credit in the United States and West Germany during the 1950s and '60s.” *Journal of Social History*, vol. 41, no. 3, 2008, pp. 525–559. EBSCO*host*, eds.a.ebscohost.com/eds/detail/detail?vid=3&sid=a7cbe8e2-cb3f-4321-bcd5-00e2480db11d%40sessionmgr4010&bdata=JnNpdGU9ZWRzLWxpdmUmc2NvcGU9c2l0ZQ%3d%3d#AN=31639604&db=a9h.

The topic of mass consumption is referred to but not as frequently specifically addressed within articles and books discussing shifts in American culture over time. Jan Logemann defies these standards in her article, “Different Paths to Mass Consumption: Consumer Credit in the United States and West Germany during the 1950s and '60s.” She connects her claims of the exponential rise of mass consumption with the development of consumer credit as well as some of the keynote major events in the 1950s and 1960s. The article reiterates my argument on an incremental scale, seeing as it analyzes the effects of credit, but does not include the influence of the food industry or the exploitation of sex in Playboy. Logemann, in her argument, also describes the push to consumerism and consumption within West Germany in her paper, however I will be focusing only on the US and its influences.

Liebman, Roy. "Food Retail Industry." *Salem Press Encyclopedia*, January 2015. EBSCO*host*, http://eds.a.ebscohost.com/eds/detail/detail?vid=0&sid=ac5728f4-032e-4d53-a277-f87dc052507f%40sessionmgr4010&bdata=JnNpdGU9ZWRzLWxpdmUmc2NvcGU9c2l0ZQ%3d%3d#AN=89088160&db=ers.

Roy Liebman summarizes the history, significance, and impact of the retail food industry over time spanning from as early as 1859 to present time. He notes prominent retailers and their influence on the industry and America as a whole. Liebman specifically references several important data figures showing the magnitude of American citizen employment the food industry constituted. Accumulating this information into my argument, my readers will have the ability to better understand the persuasion of the American government and big business to support the spread of the food retail business. I will use primarily the data figures and historical context provided in this article as supporting information and background, instead of using it for specific claims referring to mass consumption/immediate gratification.