Positive/Negative View of Consumerism

Why Each Was Created (Sex industry, food industry, credit cards)

Correlation to Immediate Gratification/Mass Consumption to sub-topic

1. Sex, Money, & Food – Mass Consumption and Immediate Gratification in 1950s America
   1. Food – Fast Food Industry
      1. History
      2. Impact
         1. Consumption/Obesity
         2. Family dynamics/gender roles
      3. Immediate Gratification
      4. Modern Day
      5. Positive/negative viewpoints of rises in the industry
   2. Sex – Playboy
      1. History
         1. Hugh Hefner
      2. Impact
         1. Gender Roles/Portrayals
         2. Advertisement of Sex and Pleasure
            1. “the good life”
         3. Appropriate Material for Public
      3. Immediate Gratification
         1. Get what you want, when you want, now including WHO you want too
      4. Modern Day
         1. First Trans Women to be Featured
      5. Positive/negative views of rises in industry
         1. 1950s and now
   3. Money – Credit Cards
      1. History
         1. Diners Club
      2. Impact
         1. Economic growth strategy (consumer credit)
      3. Immediate Gratification
         1. Spend money on things you really can’t afford
      4. Modern day
         * 1. Debt Crisis
      5. Positive/Negative views of rises in the industry

Notes:

“The notion that credit provided democratic access to the 'American Dream' played out powerfully in the American context during the postwar decades. Even before World War II was over, wartime restrictions on consumer credit ("Regulation W") had come under heavy criticism from various sides. Retail organizations such as the National Retail Dry Goods Association or the National Retail Credit Institute, as well as banks, attacked the regulatory effort and developed in the course of their attack a broader image of consumer credit as the key to achieving a new democratic and egalitarian standard of consumption by making especially durable goods ever more widely available”

[– Different paths to mass consumption](http://eds.a.ebscohost.com/eds/pdfviewer/pdfviewer?vid=1&sid=f72bca45-c556-4d41-85f8-c7138603333f%40sessionmgr4006)

“Since the first half of the twentieth century a notion of an "American Standard" of material living had emerged particularly through advertising and media publications, that consumer credit now promised to put in reach of the majority oi the population."' “

-Different paths to mass consumption

“President of the CIT Financial Corporation explained that—^if unregulated—"consumer credit will enable millions oi families in lower income brackets to satisfy their needs for new products as these become available."^^ Critics attacked Regulation W as a "gross discrimination among the American people, [ ...] excluding millions from access to the American products which they need and to which they have a right."^' “

-Different paths to mass consumption

“The credit industry in particular increasingly framed consumer credit as central to an "American standard of living" defined by the acquisition of durable goods.:

-different paths to mass consumption

References:

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Food Power: rise and fall of postwar American food system).

[Wikipedia](https://en.wikipedia.org/wiki/TV_dinner)

(Greening the red white and blue)

(Herbert Hoover)

Diners Club Begins a New Industry Mandell and Holmes)

(Different Paths to Mass Consumption: Consumer Credit in the United States).

Corden Mass Consumption and Meaningful Dem Politics

Consumers republic: the politics of mass consum…[Cohen](https://dash.harvard.edu/bitstream/handle/1/4699747/cohen_conrepublic.pdf?sequence=2)).

The American Dream James Truslow Adams

[Playboy Enterprises](http://www.playboyenterprises.com/about/history/)

[Pensive Post](https://pensivepost.com/hugh-hefner-playboy-provocateur-patriot-2a43420a8370))

([Biography.com](https://www.biography.com/people/hugh-hefner-9333521)

<http://brentdanley.com/wp-content/uploads/2007/04/theplayboyphilosophy.pdf>