



Consumption, Media and the Global South: Aspiration Contested

Mehita Iqani

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What does consumption in the global south signify, and how are its complexities communicated in media discourses? *Consumption, Media and the Global South* presents original research examining key themes in the ways in which consumption in the global south – by elites, the middle classes, and the poor – is discursively constructed in media texts. With the global triumph of capitalist economies and neoliberal values, consumption is increasingly viewed by populations in the global south as both a right to which they are denied access, and once accessed as evidence of an improved life. The ways in which this debate plays out on the stage of the media is an important element of the picture. This book looks at the media representation of consumer culture in Africa, China, Brazil and India through case studies ranging from celebrity selfies, to travel websites, news reports and documentary film.

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