“The Crisis and Contradictions of Consumption”

August 19, 2011

University of Nevada-Las Vegas,
Flora Dungan Humanities Building

Preliminary Program (May 31 version)

8:00 Registration/Refreshments

8:30-10:10 Living With/In the Contradictions

Presider: Janet Lorenzen, Rutgers University

Papers:
Consuming Financial Products as Political Contestation
Fernando Elichirigoity, University of Illinois at Urbana-Champaign

To Owe Is To Own: Homeownership as a Metaphor for the American Mortgage
Jane Zavisca, University of Arizona

Keeping up Appearances, or Just Keeping Afloat? How and Why American Households Lose Wealth
Jeff Lundy, University of California, San Diego

Shopping for the good life? Making sense of ‘common sense’ contradictions
Sergio A. Cabrera, University of Texas at Austin

The Cultural Tastes of Brazilian Elites
Danielle Hedegard, University of Arizona
10:10-10:30  **Break**

10:30-12:00  **Shopping, Space and Identity**

**Presider:**  
*J. Michael Ryan, University of Maryland*

**Papers:**  
Commercial Architecture, Urban Design and Consumption in Modern Western India  
*Arafaat A. Valiani, Williams College*

Music and Sound in Restaurant Fine Dining  
*John T. Lang, Occidental College*

Middle Class and Teenage Identity Formation: Youth Discourses and Practices in a Santiago, Chile Mall  
*Joel Stillerman, Grand Valley State University*  
*Rodrigo Salcedo, Universidad Catolica del Maule, Chile*  
*Sofia Covarrubias, Universidad Catolica del Maule, Chile*  
*Gail Phillips, Universidad Catolica del Maule, Chile*

Luxury China: Guanxi, Miss Du, and Little Emperors  
*Markella B. Rutherford, Wellesley College*

12:00-1:00 **Lunch** (provided)

1:00-2:20  **Doctoral Workshop** (simultaneous sessions)

**Doctoral Workshop I: Ethical/Conscientious Consumption**

**Presider and Discussant:**  
*Josée Johnston, University of Toronto*

**Papers:**  
*Ethan Schoolman, University of Michigan*  
*Sara Skiles, University of Notre Dame*  
*Sergio Cabrera, University of Texas at Austin*
Doctoral Workshop II: Symbolic Boundaries and Inequalities

Presider and Discussant:
Jane Zavisca, University of Arizona

Papers:
Nicole Brown, University of Illinois at Urbana-Champaign
Annmarie S. van Altena, Loyola University Chicago
Janet Lorenzen, Rutgers University

2:20-2:40  Break

2:40-4:10  Politics and Needs in Commercial Life

Presider:
Zsuzsanna Vargha, London School of Economics and Political Science

Papers:
Consumer Culture: A Consideration of Value
Kerry McCall, Institute of Art, Design and Technology Dublin, Ireland

The ‘Civilizing Missions’ of Global Capital: ‘Fresh and Easy’ Governance in Southern California
Rebecca Gresh, University of Illinois at Urbana-Champaign

Normalizing the White Wedding: Emotion, Consumption, and Female-Centered Social Networks
Patricia Arend, Southern Connecticut State University

Why Cook? A Study Of Cookbooks, Celebrity Chefs And Persona-Based Brands
Josée Johnston, University of Toronto

Spectacular Market Growth: Media Spectacles Increasing Total Market Demand
Thomas Burr, Illinois State University

4:10-4:30  Break
4:30-5:50

**Spotlight Panel: The Crisis and Contradictions of Consumption**

**Moderator:**
Joel Stillerman, Grand Valley State University

**Panelists:**
Robert Manning, Responsible Debt Relief Institute
George Ritzer, University of Maryland

6:00 Group Dinner TBD