

Note Deadline Extended to June 25  
Call for Papers (*Revised and Updated*)

## Producing Motherhoods In/Through Consumption



*Journal of Consumer Culture*  
Daniel Thomas Cook, Special Issue Editor

Since the dawn of modern consumer culture, women have served as the primary shoppers and provisioners for the household. Revered and despised as leisure shoppers, women nonetheless have borne the brunt of the labor of consumption for the household and thus have garnered the attention of advertisers and marketers since the early decades of the 20<sup>th</sup> century. Indeed, it is women who have, over time and in multiple ways, produced consumption as integral to everyday life. This Special Issue aims to interrogate the meaning(s) of “maternal consumption” in this context

Despite women’s centrality in commercial life, there has been comparatively little recognition of women *as mothers*—and thus of accompanying caring obligations and ties—in general approaches to consumption and consumer culture. It is not a stretch to assert that consumption in its many varieties is indispensable to the practice and experience of motherhood for many living in the wealthy nations of the Global North. Mothers desire, anticipate, undertake and resist consumption often with children and family in mind. In so doing, they not only “produce family”—in Marjorie DeVault’s sense—they, as well, produce childhoods and motherhoods by enacting *how* consumption means on an everyday basis. Addressing the experiences and attending to the perspectives and practices of mothers necessarily disrupts individualistic assumptions about economic action and thereby opens avenues for conceptualizing consumption as something undertaken in relational terms perhaps for relational ends. This Special Issue therefore seeks to explore the ways in which an investigation of the relationship between

consumption and motherhood can inform new approaches to and broader understandings of the social, cultural and economic experiences of consumerism.

Submissions are now being accepted for a special issue of the *Journal of Consumer Culture* on “Producing Motherhoods In/Through Consumption.” Research-based and theoretical treatments that take questions of motherhood(s) and consumption as their central problem are welcome from a variety of disciplinary perspectives including, but not limited to, sociology, cultural studies, anthropology, communications, history, consumer behavior and marketing.

Possible topics include:

- prenatal marketing/ marketing to new mothers
- imagining new motherhoods *in utero*
- the role of consumption in creating/affirming social networks
- social media; “mommy blogs”; networking
- how children/childhoods are imagined or interpreted in relation to mothers’ consumption
- resisting consumer motherhoods/commercialized childhoods
- parenting with/through/against commercial goods (e.g., food, media, toys, play; birthday parties); disciplines and rewards
- the place or role of fathers and “stay-at-home” dads in maternal consumption and care
- the tensions, contradictions and integrations of relations of care with practices of consumption
- images of the mother-consumer in advertisements and marketing
- pressures of social display; public parenting
- economic pressures of “keeping up” for children’s social lives
- sources of advice used or discarded
- maternal views of green or sustainable consumption and those of children

### ***Guidelines***

The length should not normally exceed 8000 words. Each submission will be refereed anonymously by at least two referees.

The journal uses the Harvard system of referencing with the author's name and date in the text and a full bibliography in alphabetical order at the end of the article.

Please submit online via SAGE Track: <http://mc.manuscriptcentral.com/JOCC>

For information on the *Journal of Consumer Culture* <http://joc.sagepub.com/>

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