Everyday Consumption in Twenty-First-Century Brazilian Fiction

Published by Purdue University Press


For additional information about this book
https://muse.jhu.edu/book/95086

For content related to this chapter
https://muse.jhu.edu/related_content?type=book&id=3184322
Contents

vii Acknowledgments
1 Introduction
   4 Theories of Consumption
   8 Historicizing Consumption in Latin America
   15 Consumption and Everyday Life
21 Chapter One
   A Consumer’s Dystopia
   23 Bonassi’s Luxúria: Brazil, Country of the Future!
      Are We There Yet?
   29 Everyday Violence
   35 Everyday Numbness
   38 The Factory and the Country: The Right Turn?
   46 Sant’Anna’s O Brasil é bom: Federal Republic of
      Consumption
   49 The Growth of Neoconservatism
   54 Brazil, a Country of “Nice” People
   60 Brazil Isn’t Too Bad. Or Is It?
   62 Policing Consumption
67 Chapter Two
   The Consuming Self
   70 Lísias’s O livro dos mandarins: What Is in a Name?
   73 Of Great Leaders and Neoliberal Thought
   83 Failure: The Narrative Behind the Narrative
   88 Bernardo Carvalho’s Reprodução: Information in the
      Era of Reproduction
   93 Talking to Oneself
   97 The (Dis)Information Era
   101 A Time of Crisis
   104 Language and Power
   108 Of Utopic Futures
111 Chapter Three
   Consumer Culture’s “Collateral Damage”
   113 Invisible Lives
   118 Everyday Death
   122 Of Meat Consumption
   131 Conclusion
Contents

135 Chapter Four
A Consumer’s Dreams and Nightmares
137  Galera’s Mão de cavalo: A Mass-Mediated Sensibility
150  Laub’s A maçã envenenada: Between Kurt Cobain and Imaculée Ilibagiza
165  Conclusion

167 Chapter Five
Working-Class Consumption
176  Consuming Together
180  Aesthetic Interruptions of the Mundane
184  Low and High
189  Tactical Consumption
193  Conclusion

195 Conclusion

201 Notes

211 Works Cited

225 Index