

Consumption, Americanisation, and National Identity in Britain, 1918-50



Dancing in the English style: Consumption, Americanisation and national identity in Britain, 1918–50 (Studies in Popular Culture) by Julien Cogordan

★★★★★ 5 out of 5

Language : English
File size : 1728 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 305 pages



The interwar period and the Second World War were a time of great change for Britain. The country was recovering from the devastation of the First World War, and its economy was struggling. At the same time, Britain was facing the challenge of Americanisation. American products and ideas were flooding into the country, and many Britons were worried about the impact this would have on their national identity.

This book explores the complex relationship between consumption, Americanisation, and national identity in Britain during this period. It offers a fresh perspective on the ways in which British people negotiated their sense of national identity in a rapidly changing world.

Chapter 1: The Rise of Consumer Culture

The first chapter of the book examines the rise of consumer culture in Britain in the interwar period. It shows how the growth of mass production and advertising led to a new emphasis on consumption. Britons were encouraged to buy more and more goods, and they began to define themselves by what they consumed.

Chapter 2: Americanisation and British Identity

The second chapter of the book explores the impact of Americanisation on British identity. It shows how American products and ideas were both embraced and resisted by British consumers. Britons were fascinated by American culture, but they were also determined to maintain their own national identity.

Chapter 3: The Second World War and the Consumer Revolution

The third chapter of the book examines the impact of the Second World War on consumer culture in Britain. It shows how the war both accelerated and disrupted the growth of consumerism. Britons were forced to make do with less, but they also developed a new appreciation for the importance of consumer goods.

Chapter 4: Post-War Consumerism and the Search for National Identity

The fourth chapter of the book explores the development of consumer culture in Britain in the post-war period. It shows how Britons sought to rebuild their lives and their economy through consumption. They also used consumer goods to express their sense of national identity.

This book offers a unique and comprehensive account of the relationship between consumption, Americanisation, and national identity in Britain

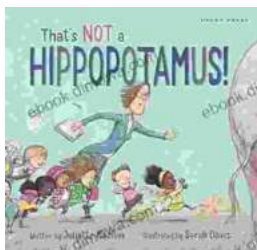
during the interwar period and the Second World War. Drawing on a wide range of sources, it shows how British consumers embraced American products and ideas, while also adapting them to their own cultural context. The result was a unique and distinctive form of British consumer culture that reflected both the influence of Americanisation and the resilience of British national identity.



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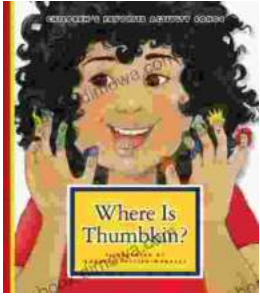
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