



Shopping as an Entertainment Experience

By Mark H. Moss



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Shopping as an Entertainment Experience explores the ways in which shopping has become a significant entertainment feature in our daily lives. Dr. Mark H. Moss examines the department store, the mall, and the e-store to demonstrate how shopping is often the most common leisure experience that people indulge in to occupy themselves. This unique book focuses on the historical evolution of shopping environments into contemporary entertainment or cultural zones. Through a phenomenological framework, Moss analyzes the way stores, outlets, and restaurants in malls mingle and merge aspects of consumption and merchandising. *Shopping as an Entertainment Experience* appeals to sociologists, cultural theorists, and those interested in popular culture.

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Editorial Review

Review

Recommended. (*CHOICE*)

Mark Moss enters various sites of consumption in his study of shopping as a leisure activity arousing pleasure and stimulation. To his credit, Moss avoids belittling shoppers' desires to show how people occupy a position precariously balanced between being subject and object; each exhibiting its own form of agency. He draws on theorists from Benjamin to Weber, concepts from Turner's liminality to Debord's spectacle, all written in a style that will engage scholar and student alike. No matter your economic politics, personal tastes, or feelings about shopping?regardless of what you buy?you will likely find someone who looks disturbingly like yourself in this book... (Daniel S. Traber, Texas A&M University at Galveston; Author of *Whiteness, Otherness, and the Individualism Paradox from Huck to Punk*)

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About the Author

Mark H. Moss is Chair of General Arts and Science at Seneca College.

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