



Cinderella Dreams: The Allure of the Lavish Wedding (Paperback)

By Cele C. Otnes, Elizabeth H. Pleck

University of California Press, United States, 2003. Paperback. Condition: New. New. Language: English . Brand New Book. The fabulous gown, the multitiered cake, abundant flowers, attendants and guests in their finery. The white wedding does more than mark a life passage. It marries two of the most sacred tenets of American culture - romantic love and excessive consumption. For anyone who has ever wondered about the meanings behind a white dress, a diamond ring, rice, and traditions such as cake cutting, bouquet tossing, and honeymooning, this book offers an entertaining and enlightening look at the historical, social, and psychological strains that come together to make the lavish wedding the most important cultural ritual in contemporary consumer culture. With an emphasis on North American society, Cele C. Otnes and Elizabeth H. Pleck show how the elaborate wedding means far more than a mere triumph for the bridal industry. Through interviews, media accounts, and wide-ranging research and analysis, they expose the wedding's reflection - or reproduction - of fundamental aspects of popular consumer culture: its link with romantic love, its promise of magical transformation, its engendering of memories, and its legitimization of consumption as an expression of perfection. As meaningful as...

DOWNLOAD



READ ONLINE
[8.86 MB]

Reviews

This created pdf is fantastic. Indeed, it can be perform, nonetheless an interesting and amazing literature. Its been developed in an remarkably straightforward way and is particularly simply following i finished reading this publication by which in fact altered me, alter the way i really believe.

-- Amanda Hand Jr.

A must buy book if you need to adding benefit. Of course, it is actually perform, still an interesting and amazing literature. I am delighted to explain how this is basically the best book i actually have read through during my individual life and may be he best book for at any time.

-- Jarod Bartoletti