

This book explores the cultural politics of four aspects of everyday life - health, comfort, risk and mobility - as manifest in public culture. It examines the commodification of these aspects, arguing that our experience and perception are mediated by discourses circulating in the mass media. The book is an essential reading for those who want to understand modern urban cultural rhetorics. Scholars and practitioners working in the fields of media and communication, consumer behaviour studies and cultural studies will find it highly engaging as well as provocative.

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