

## Heteroglossia in Consumer Culture Theory

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I offer a genealogical perspective on consumer culture theory (CCT). While the CCT pioneers embraced the humanistic/experientialist discourse to carve out a disciplinary niche in a largely antagonistic marketing field, this epistemological orientation has long given way to a multilayered CCT heteroglossia that features a broad range of theorizations integrating structural and agentic levels of analysis. Debates over CCT's supposed biases toward the agentic elide CCT's foundationally destabilizing perspectives and merely reproduces symbolic distinctions between North American and European scholarship styles. The CCT heteroglossia can be further diversified and enriched through a blending of historical, material, critical, and experiential perspectives, by destabilizing the north-south and center-periphery relations of power that have long-framed metropole social science constructions, and embracing consumer culture analytics.

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