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Desire and Consumerism in the Contemporary American Novels

It is not surprising that consumerism in today's age has become a fundamental aspect of modern society. In this article the researchers explore the working of desire and consumerism in the American capitalist society. For this purpose, five novels published from 1991 to 2005 are selected for discussion as by the 1990s shopping malls and Wall-Marts had become the dominant forces in the American market. American fiction writers write about this rampant consumerism. Keeping in view the theoretical frame work provided by Stavrakakis, Manel Hamouda, Macherey and other theorists in the field, the researchers analyze five different novels which include: Feed (2003) by M. T. Anderson, Fight Club (1996) by Chuck Palahniuk, Infinite Jest (1996) by David Foster Wallace, Cosmopolis (2003) by Don DeLillo and American Psycho (1991) by Bret Easton Ellis.

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