



## **Containing America: Cultural Production and Consumption in 50s America**

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The postwar period in America witnessed a tremendous consumer boom that introduced thousands of new items into the mass market. The contributors to *Containing America* challenge our conceptions of Cold War culture by examining a range of such products - clothes, food, television, magazines, radio, and other forms of entertainment - in order to shed light on how Cold War discourses actually influenced the practices of ordinary behaviour. Their essays address very different sectors of American society - in terms of race, class, ethnicity, sexuality and gender - thus emphasising the multiplicity, diversity, and differing nature of the voices that emerged in cultural production and consumption during the 1950s. *Containing America* points out directions for further research and provides a fresh approach for scholars, students, and others interested in the culture of the Cold War of the 1950s.

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