The Rhetoric of Retail:
Understanding the Function of Retail Therapy

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“the rich, of course, led the way. They indulged in an orgy of spending”

– Neil McKendrick
The assembly line allowed for an unprecedented increase in mass production.
The introduction of suburbia created a shift in the site of consumption – shopping centers became increasingly popular.
“Everybody knows that Americans have become shopaholics, right? We’ve become a nation measuring out our lives in shopping bags and nursing our psychic ills through retail therapy”

– Mary Schmich, Chicago Tribune
The iPod has become a cultural signifier of belonging.