



The Sociology Of Taste

Jukka Gronow

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The modern society of consumption is a society of fashion. Fashion has extended its influence over various fields of social life and, together with taste, become central to our understanding of the inner dynamics of any modern society.

The Sociology of Taste looks at the role of taste - or the aesthetic reflection - in society at large and in modern society in particular. Taking case studies from social life, for example eating and food culture, it illustrates the role of fashion in the formation of collective taste.

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