



## Consequences of planned obsolescence for consumer culture and the promotional self

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century, the industrialised countries have developed an extensive  
amount of obsolescence. It has become clear that nations in the  
developed world over-consume, while the poor in the developing  
world pay the price of our increased consumption with their  
lowered standards of living and increasing environmental  
damage . When did obsolescence emerge, in how far is it  
planned, and which consequences does it have for consumer  
culture and the promotional self on a broader scale By drawing  
on numerous examples, this essay explains how advertisements  
are constructed semiotically and which ideologies they derive  
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