



A Token of My Affection: Greeting Cards and American Business Culture

By Barry Shank

Columbia University Press, United States, 2006. Paperback. Book Condition: New. 202 x 146 mm. Language: English . Brand New Book. Each year in the United States, millions of mass-produced greeting cards proclaim their occasional messages: For My Loving Daughter, On the Occasion of Your Marriage, and It's a Boy! For more than 150 years, greeting cards have tapped into and organized a shared language of love, affection, and kinship, becoming an integral part of American life and culture. Contemporary incarnations of these emotional transactions performed through small bits of decorated paper are often dismissed as vacuous clichs employing worn-out stereotypes. Nevertheless, the relationship of greeting cards to systems of material production is well worth studying and understanding, for the modern greeting card is the product of an industry whose values and aims seem to contradict the sentiments that most cards express. In fact, greeting cards articulate shifting forms of love and affiliation experienced by people whose lives have been shaped by the major economic changes of the late nineteenth and twentieth centuries. A Token of My Affection shows in fascinating detail how the evolution of the greeting card reveals the fundamental power of economic organization to enable and...



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