



12 Days Infomercials

Dawn Woolley

Different words predominate in adverts at different times of the year. I surveyed the key words that appear in adverts in a variety of magazines for women and men, selecting adjectives describing the sort of experiences we are supposed to have at Christmas. Because the rhetoric in adverts abruptly changes from luxurious treats to guilt and diet regimes on New Year's Day I repeated the exercise during the first 12 days of January. The visual content comes from magazines such as *GQ*, *Good Housekeeping*, *Men's Health* and *Hello*. Keywords and phrases were grouped together to showcase prevalent consumer messages. In the spirit of festive unwrapping I used quotations from Marxist theorists to unpack some of the meaning of these Christmas / New Year key words. Like all good celebrations, the resulting video clips are humorous, irritating and a little bit trashy. The videos were posted on Facebook from 13th - 24th December 2015 and 1st - 12th January 2016.

12 Days Infomercials

Site Specific Facebook Project (December 2015 – January 2016)

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<https://vimeo.com/dawnwoolley/collections>



Dawn Woolley
December 13, 2015 · 🌐

#firstdayofchristmas #twelvedaysofchristmas
#twelvedaysconsumption #marx #marxism
#philosophy #christmas #capitalism
#commercialism #commodity #fetish #consumer
#present #gift #magic

Tag Video Add Location Edit

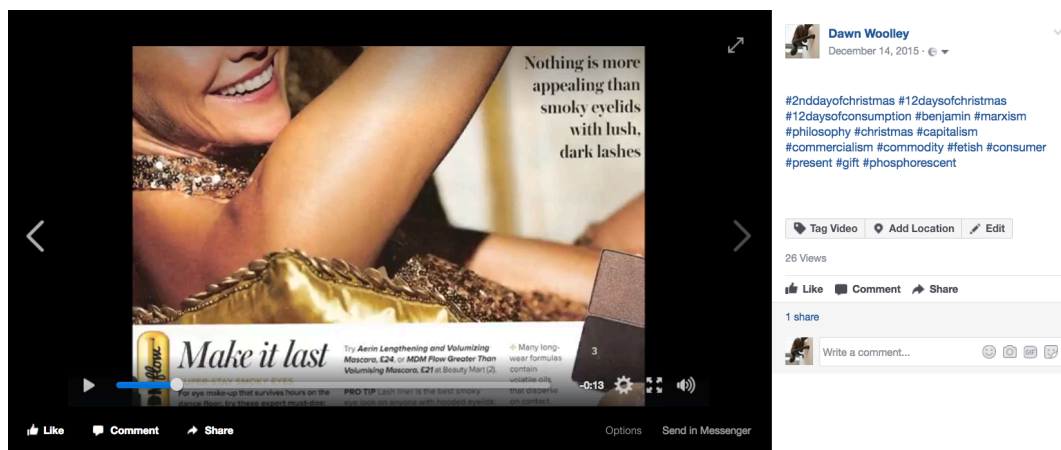
71 Views

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James Moore

3 shares

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Dawn Woolley
December 14, 2015 · 🌐

#2nddayofchristmas #12daysofchristmas
#12daysconsumption #benjamin #marxism
#philosophy #christmas #capitalism
#commercialism #commodity #fetish #consumer
#present #gift #phosphorescent

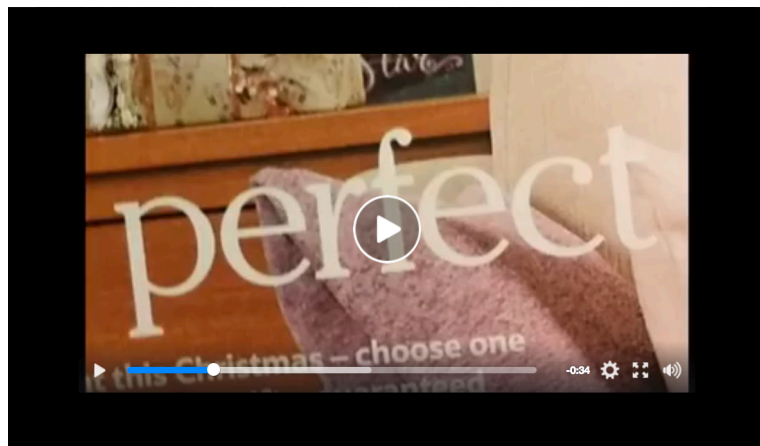
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Dawn Woolley
December 15, 2015 · 🇪🇺

#3rddayofchristmas #12daysofchristmas
#12daysofconsumption #oucault #marxism
#philosophy #christmas #capitalism
#commercialism #commodity #fetish #consumer
#present #gift #perfect

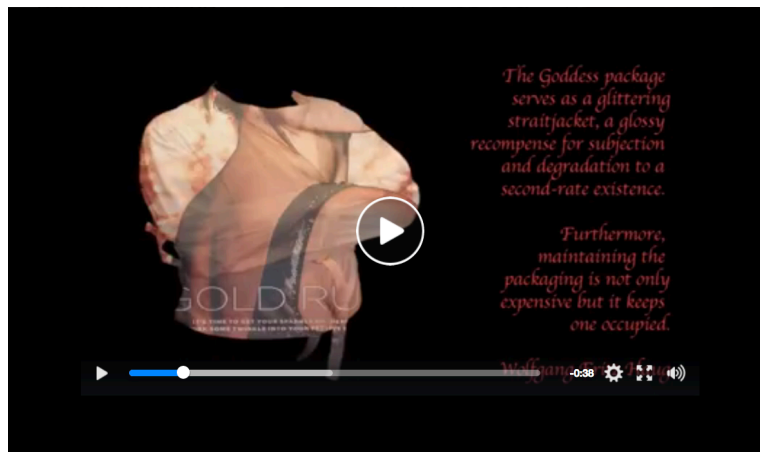
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Dawn Woolley
December 16, 2015 · 🇪🇺

#4thdayofchristmas #12daysofchristmas
#12daysofconsumption #Haug #marxism
#philosophy #christmas #capitalism
#commercialism #commodity #fetish #consumer
#present #gift #beauty

Tag Video Add Location Edit

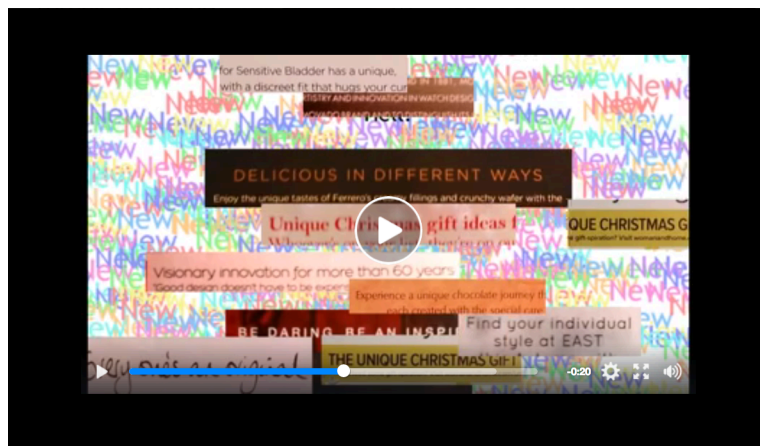
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Emma Geliot and James Moore

3 shares

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Dawn Woolley
December 17, 2015 · 🇪🇺

#5thdayofchristmas #12daysofchristmas
#12daysofconsumption #Benjamin #marxism
#philosophy #christmas #capitalism
#commercialism #commodity #fetish #consumer
#unique #innovative #new #gift

Tag Video Add Location Edit

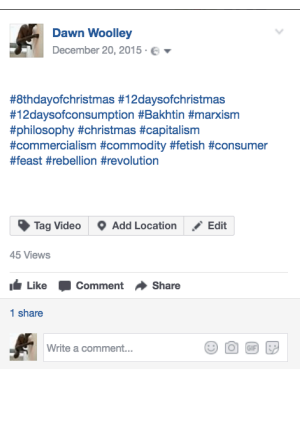
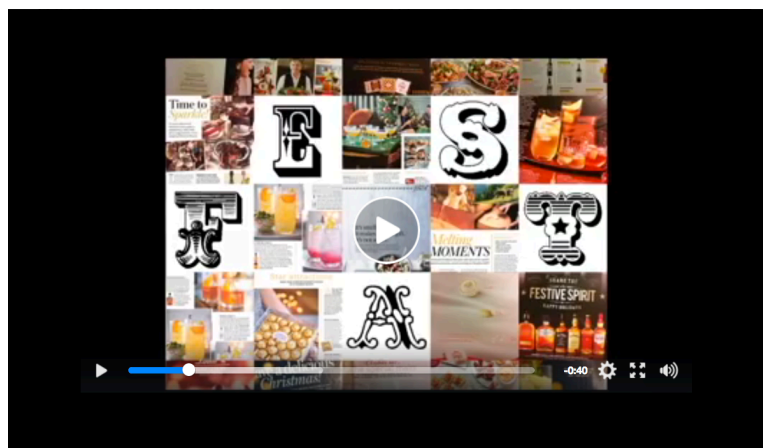
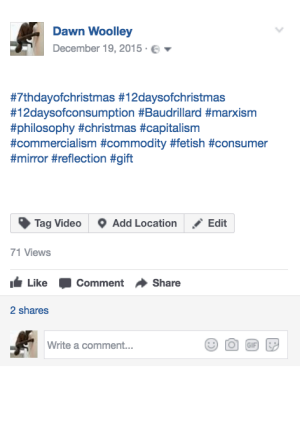
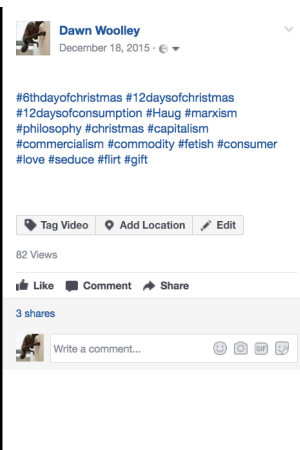
69 Views

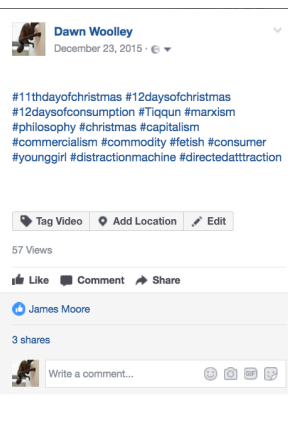
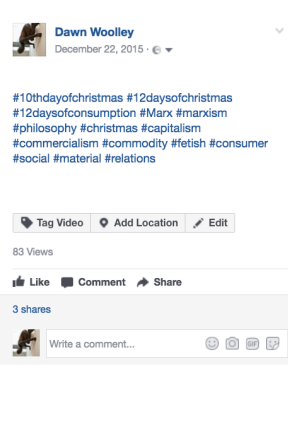
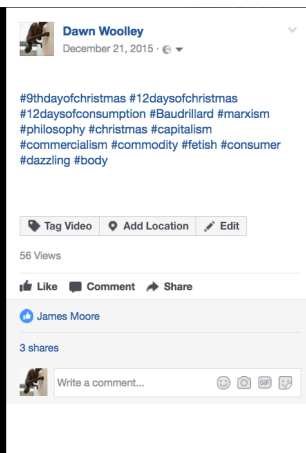
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James Moore

2 shares

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Dawn Woolley
December 24, 2015 · 🌐

#12thdayofchristmas #12daysofchristmas
#12daysofconsumption #Bakhtin #marxism
#philosophy #christmas #capitalism
#commercialism #commodity #fetish #consumer
#carnival #festival #revolution

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53 Views

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Marianna O'Reilly

2 shares

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Dawn Woolley
January 1, 2016 · 🌐

#1stdayofjanuary #12daysofjanuary #12daysofdiets
#Bakhtin #marxism #philosophy #christmas
#capitalism #commercialism #commodity #fetish
#consumer #carnival #festival #revolution

Tag Video Add Location Edit

142 Views

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Julian Lass and James Moore

4 shares

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Dawn Woolley
January 2, 2016 · 🌐

#2nddayofjanuary #12daysofjanuary #12daysofdiets
#Tiqqun #marxism #philosophy #christmas
#capitalism #commercialism #commodity #fetish
#consumer #distraction #machine #younggirl
#newyearresolution #diet #selfimprovement

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78 Views

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James Moore

2 shares

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Dawn Woolley
January 3, 2016 · 🌐

#3rddayofjanuary #12daysofjanuary #12daysofdiet
#Baudrillard #marxism #philosophy #christmas
#capitalism #commercialism #commodity #fetish
#consumer #discipline #religion #body
#newyearresolution #diet #selfimprovement

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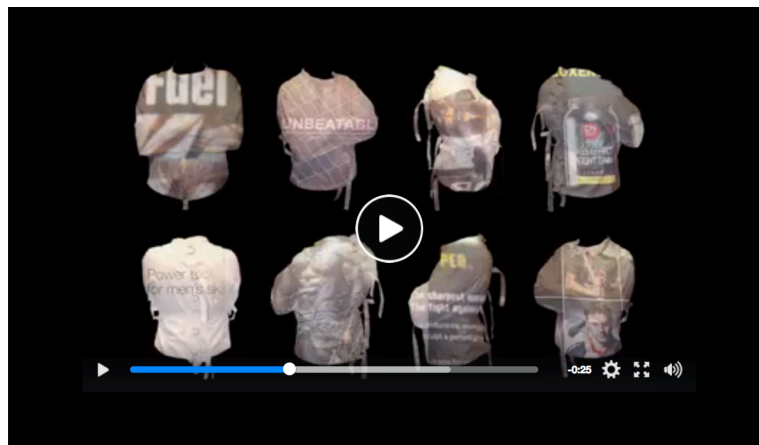
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👤 James Moore

3 shares

👤 Write a comment... 📷 📺 🗨️ 📧



Dawn Woolley
January 4, 2016 · 🌐

#4thdayofjanuary #12daysofjanuary #12daysofdiet
#Haug #marxism #philosophy #christmas
#capitalism #commercialism #commodity #fetish
#consumer #straightjacket #goddesspackage
#body #newyearresolution #diet #selfimprovement

📌 Tag Video 📍 Add Location ✎ Edit

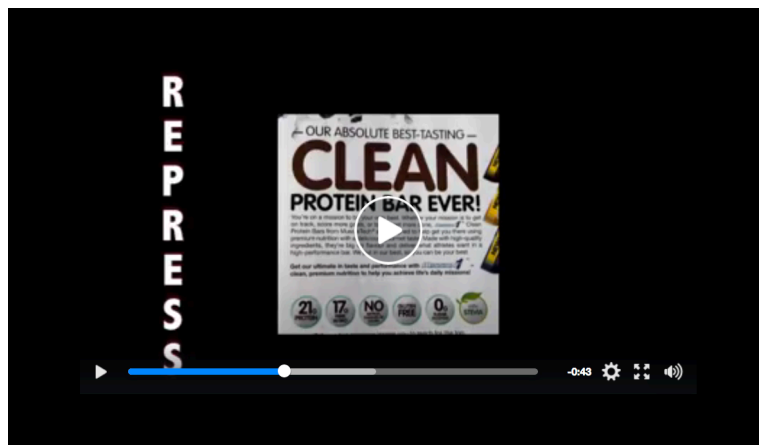
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👍 Like 💬 Comment ➦ Share

👤 James Moore

2 shares

👤 Write a comment... 📷 📺 🗨️ 📧



Dawn Woolley
January 5, 2016 · 🌐

#5thdayofjanuary #12daysofjanuary #12daysofdiet
#Crawford #marxism #philosophy #christmas
#capitalism #commercialism #commodity #fetish
#consumer #contradiction #workethic
#consumerethic #indulge #restrict
#newyearresolution #diet #selfimprovement

📌 Tag Video 📍 Add Location ✎ Edit

70 Views

👍 Like 💬 Comment ➦ Share

3 shares

👤 Write a comment... 📷 📺 🗨️ 📧



Dawn Woolley
January 6, 2016 · 🌐

#6thdayofjanuary #12daysofjanuary #12daysofdiets
#Benjamin #marxism #philosophy #christmas
#capitalism #commercialism #commodity #fetish
#consumer #contradiction #new #newness #hell
#same #progress #stasis #newyearresolution #diet
#selfimprovement

Tag Video Add Location Edit

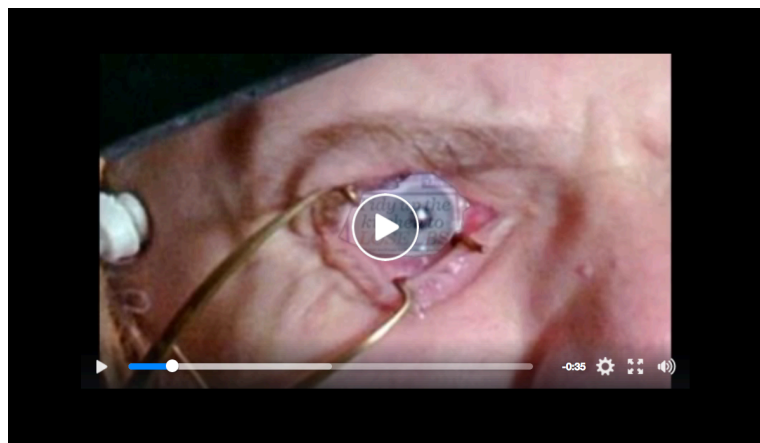
71 Views

Like Comment Share

Richard Huw Morgan, Cheryl Moore and 2 others

3 shares

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Dawn Woolley
January 7, 2016 · 🌐

#7thdayofjanuary #12daysofjanuary #12daysofdiets
#Foucault #marxism #philosophy #christmas
#capitalism #commercialism #commodity #fetish
#consumer #surveillance #gaze #internalise
#newyearresolution #diet #selfimprovement

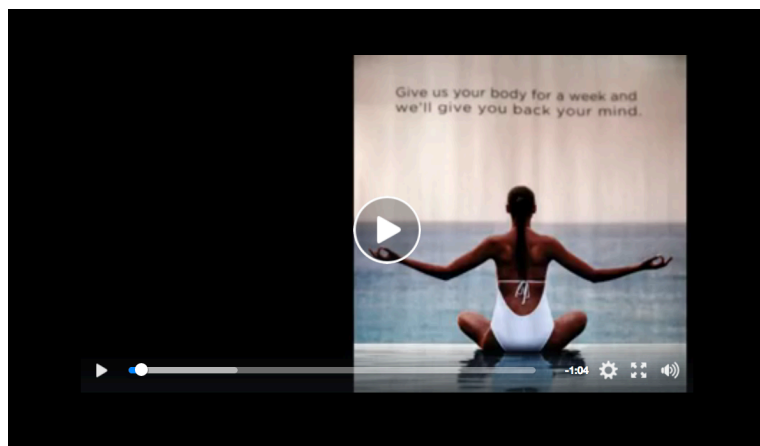
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Dawn Woolley
January 8, 2016 · 🌐

#8thdayofjanuary #12daysofjanuary #12daysofdiets
#deCerteau #marxism #philosophy #christmas
#capitalism #commercialism #commodity #fetish
#consumer #rules #intertextuality #cry
#newyearresolution #diet #selfimprovement

Tag Video Add Location Edit

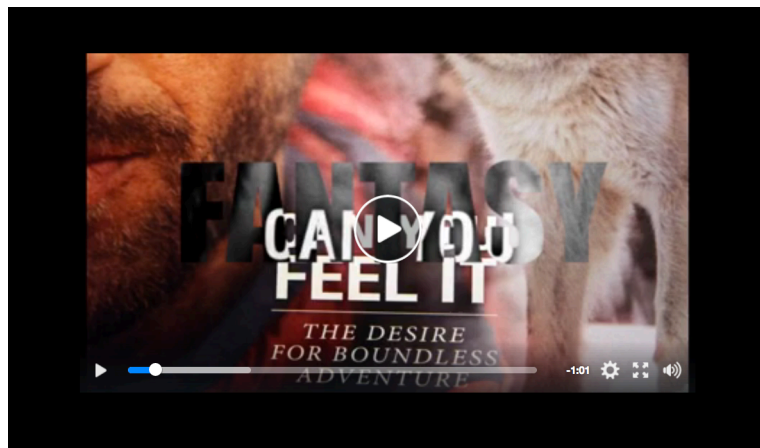
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James Moore

2 shares

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Dawn Woolley
January 9, 2016 · 🇪🇺

#9thdayofjanuary #12daysofjanuary #12daysofdiet
#Marx #marxism #philosophy #christmas
#capitalism #commercialism #commodity #fetish
#consumer #trick #worshipper #inanimate
#newyearresolution #diet #selfimprovement

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2 shares

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Dawn Woolley
January 10, 2016 · 🇪🇺

#9thdayofjanuary #12daysofjanuary #12daysofdiet
#Schwartz #marxism #philosophy #christmas
#capitalism #commercialism #commodity #fetish
#consumer #trick #manipulation #frustration #desire
#newyearresolution #diet #selfimprovement

Tag Video Add Location Edit

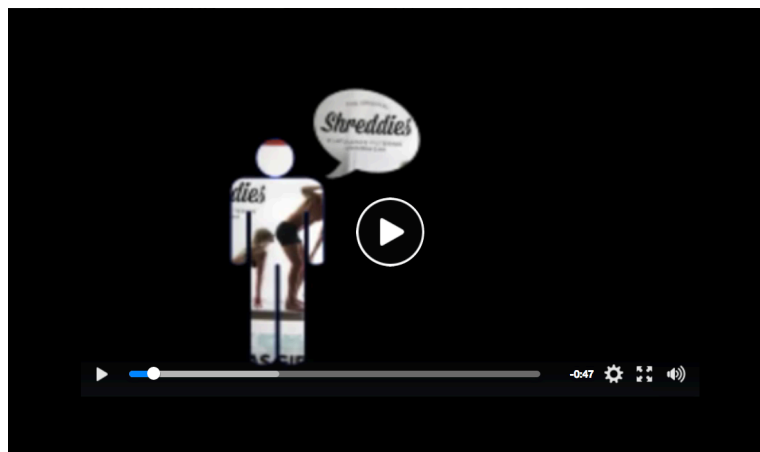
24 Views

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James Moore

2 shares

Write a comment...



Dawn Woolley
January 11, 2016 · 🇪🇺

#11thdayofjanuary #12daysofjanuary
#12daysofdiet #Marx #marxism #philosophy
#christmas #capitalism #commercialism
#commodityfetish #fetish #consumer #person
#thing #social #material #newyearresolution #diet
#selfimprovement

Tag Video Add Location Edit

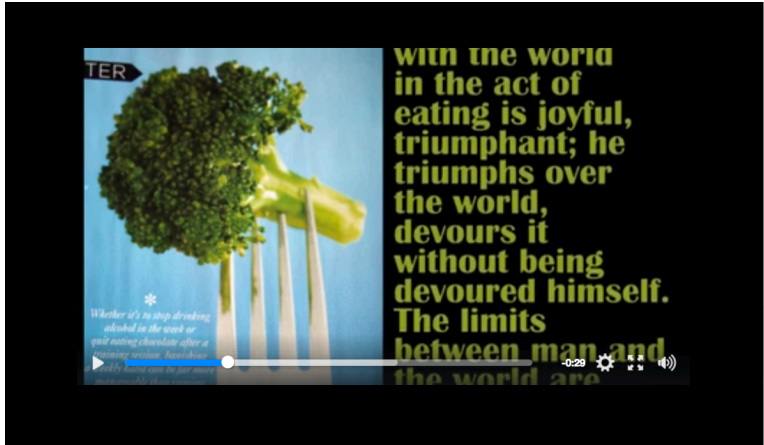
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1

2 shares

Write a comment...



Dawn Woolley
January 12, 2016 · 🌐 ▼

#12thdayofjanuary #12daysofjanuary
#12daysofdiets #Bakhtin #marxism #philosophy
#christmas #capitalism #commercialism
#commodityfetish #fetish #consumer #person #food
#joyful #powerful #newyearresolution #diet
#selfimprovement

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66 Views

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2 shares



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