

## **Consumption and Campaigning: Political Mobilisation for Africa and Purchase Politics in Britain**

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This paper explores campaign politics in the UK which has focussed on African issues. It analyses the ways in which campaign politics in the UK has evoked associations between consumption and virtue within British society and argues that the norms of consumer politics have become uniquely prominent and pervasive since the 1990s, a reflection of a broader social trend towards an episteme of the private and the individual. The main repercussion of this is that Africa campaigning, marketing, and consumption have come to frame the way Africa is represented within British public culture. The paper also reveals the large extent to which Africa campaigns in the UK are concerned with self-identifications of Britishness rather than deeper or more nuanced understandings of African issues.