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# The Semiology of Cinematic Consumption: Symbolic Consumer Behavior in *Out of Africa*

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## Abstract

This article examines the portrayal of consumption experiences in a recent film that provides especially clear examples of the use of symbolic

consumer behavior to develop plot and character. We view cinematic consumption in this film as a detailed illustration that work on the semiology of consumption symbolism in movies and other art forms deserves a place in the annals of consumer research.

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