- Idea of people “dripping with gold” – unrefined conspicuous consumption try to show themselves off, expensive brands, not understated, lack taste but associated with vulgarity. Not actually rich – Daniella Westbrook
- Or those rich in economic capital, but poor in cultural capital – like sports stars

Key concepts – Habitus

- The feel for the game that individuals acquire in various social fields – how the social structure is internalised
- Cognitive/mental system of structures which are embedded within an individual (and/or a collective consciousness) which are the internal representations of external structures
- Dispositions, way of thinking, dressing, behaving, even feelings
- Pre- or semi-conscious – more habitual than rational
- A device by which power relations are inscribed upon individuals and which directs their social practice

Seminar

A field is a setting in which agents and their social positions are located. Eg, university, football fans.

The term cultural capital refers to non-financial cultural assets that promote social mobility beyond economic means. Examples can include knowledge, education, and intellect, style of speech, dress, or physical appearance. Objects – clothing, etc.

In the old days, minority race had less cultural capital. Women had less cultural capital.