

Collusion of Consumption and Imperial Power □ Consumer Capitalism in Voyage in the Dark

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Abstract : Jane Rhys's masterpiece novel, *Voyage in the Dark* explored the exploitative nature of British consumer capitalism in the early 20th century from a unique perspective. Different from other modernist writers who extolled the virtues of modernity, Rhys turns her attention to the women wandering on the fringes of the metropolis and wrote their helplessness and hesitation. This paper argues that by exposing the illusion of commodities, the silent discipline of advertising, and the sexual exploitation of colonial women, Rhys criticized the hypocrisy of consumer capitalism and its harm to human nature. Through the irrational writing of 'dialogue' and 'carnivalization', Rhys attempted to break the rigid codes of consumer society, which showed her profound social thinking and deep concern for humanity.

Keywords : Voyage in the Dark, Jean Rhys, consumer capitalism, modernism

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