Data Classifications

1. Consciousness

1. “I had known the minute I stepped on the Runway floor that I didn’t belong. My clothes and hair were wrong for sure, but more glaringly out of place was my attitude. I didn’t know anything about fashion and I didn’t care. At all. And therefore, I had to have it. Besides, a million girls would die for this job.” (Weisbereger:16)

2. “I began to want the job most desperately, in the way people yearn for things they consider unattainable. It might not be akin to getting into law school or having an essay published in a campus journal, but it was, in my starved-for-success mind, a real challenge—a challenge because I was an imposter” (Weisbereger:16)

3. “The prestige of having Runway on my résumé was sure to give me even more credibility when I eventually applied to work at The New Yorker” (Weisbereger, 2003: 15)

4. “Yeah, it’s been a pretty crazy couple weeks. First moving, then starting. It’s a weird place, hard to explain.” (Weisbereger:56)

5. “I know it’s a ‘cool’ job, but I keep wondering how it’s preparing me for The New Yorker. I must just be looking for something to go wrong, because so far it seems too good to be true. Hopefully, I’m just crazy.” (Weisbereger:56)

6. I learned quickly that in the Miranda Priestly world, it was better to do something wrong and spend a great deal of time and money to fix it than to admit you didn’t understand her convoluted and heavily accented instructions and ask for clarification. (Weisbereger:62)

7. Working for Miranda Priestly caused a number of unfortunate side effects in my day-to-day life, but the most unnatural one was my severe and all-consuming hatred of phones. (Weisbereger: 64)

The writer classified the data according to the congeniality with the theory that supported the data itself. The data number 1, 2 and 3 are choosen because the other data have a similar issue with the both data.

2. Class Consciousness

1. “It’s a weird place, hard to explain. It’s like, everyone’s beautiful and thin and wearing gorgeous clothes. I can’t put my finger on it. There’s just this feeling that it’s all a house of cards that’s going to come crashing down around me. I can’t shake the feeling that it’s ridiculous to be working for a fashion magazine, you know?” (2003:56)

2. “I am a prisoner, more than you can imagine—please, oh, please, come and rescue me from this brainwash hell. You’re right, it’s just the way you describe, but I’m different!” (Weisbereger:148)

3. “I’m a worthless piece of shit with zero talent, no skill set, a complete and total loser.” (2003: 163)

4. “I bought them in Spain,” I said quickly, averting my eyes. “It was at some adorable boutique in Barcelona right off Las Ramblas that carried this new Spanish designer’s line.” (Weisbereger: 189)

The writer classified the data according to the congeniality with the theory that supported the data itself. The data number 1 and 3 are choosen because the it represent class consciousness.

3. False Consciousness

1. “Another pair of seven-hundred-dollar shoes” (Weisberger, 2003:3)

2. “Forty thousand DOLLARS?” I’d asked again, still unable to believe that I’d held a single item worth so much money in my hands just hours earlier” (Weisbereger, 2003: 171)

3. “And even though they understood that all the money in the world could never buy them her class and elegance, they never stopped wanting it.” (Weisbereger, 2003:206)

4. “Just what does one wear to the first day working for the most fashionable fashion editor of the most fashionable fashion magazine in existence? I’d heard of Prada (from the few Jappy girls who carried the backpacks at Brown) and Louis Vuitton (because both of my grandmothers sported the signature-print bags without realizing how cool they were) and maybe even Gucci (because who hasn’t heard of Gucci?).”(Weisbereger, 2003:25)

5. “I spotted and immediately fell in love with an all-around pleated Habitual denim skirt that would fall just above my knees and look perfect with the decidedly funky floral-printed Katayone Adelie blazer.” (Weisbereger:131)

6. I slung a slouchy red suede bag over my shoulder and immediately saw the two intersecting “C”s carved in the front, but that wasn’t nearly as beautiful as the deep chocolate leather from the Celine tote that I threw on my other arm. A long military-style trench with the signature oversize Marc Jacobs buttons topped it all off. (Weisbereger: 132)

The writer classified the data according to the congeniality with the theory that supported the data itself. The data number 1-5 are choosen because it represent the false consciousness.

4.2 Existences

1. “Working for Miranda Priestly caused a number of unfortunate side effects in my day-to-day life, but the most unnatural one was my severe and all-consuming hatred of phones” (Weisbereger, 2003:64)

2. “Yes, I’ll be going to Paris with Miranda in October, for the spring ready-to-wear shows. Each year she takes her senior assistant to the spring shows so she can see what it’s really like. I mean, I’ve been to, like, a million at Bryant Park, but the European shows are just different.” (Weisbereger:128)

3. “You’re the luckiest fucking person in the world. I’ve been waiting two years—over two years—for this trip, and now I can’t go. The irony of this is painful—you realize that, don’t you?” (Weisbereger:211)

4. “You’ll have to bring a ton since you’ll need different outfits for each of the shows you attend, any dinners, and, of course, for Miranda’s party at the Hotel Costes. Allison will help you out with makeup. Talk to Stef in accessories for bags and shoes and jewelry. You only have a week, so get on it first thing tomorrow, OK?” (Weisbereger:211)

5. “It’s a really huge deal, you know. Stay in five-star hotels, go to the craziest parties ever. And my god, you get to go to the hottest, most exclusive fashion shows in existence.” (Weisbereger:128)

6. “That woman is really a piece of work! Well, Miss Learning Experience, I’d heard through the grapevine that Miranda had actually hired herself a thinking l-l-l-l-lackey this time around, but I see that the grapevine, as usual, is wrong.

You like Michael Kors t-ttwinsets and all the pretty fur coats at J. Mendel's? Yes, sweetie, you'll do just fine." (Weisbereger: 148)

The writer classified the data according to the congeniality with the theory that supported the data itself. The data number 1-4 are choosen to represent the existence.

Glossary

1. Bourgeoisie
   "Bourgeoisie is meant the class of modern capitalists, owners of the means of social production and employers of wage labour" (Mark & Engles, 1848).

2. Class Consciousness
   Class consciousness is a term that refers to ideas, thoughts, belief, or desires of individual who occupied one's social class ("*"Neither the sum nor the average of what is thought or felt by the individuals who make up the class")* – Luckas, 1971:51

3. Consciousness
   a. **Wegner** (2003:2) – "*consciousness is an active force, an engine of will*"

   b. **Freud** - The concept is related with consciousness as "id", "super-ego", and "ego". "Id" is indicated primordial instinct, such as; love, hunger, and fear of death (Freud). "Super-ego" is positioned as the critical and moralizing role to control the "id"; while "ego" is a mediator between the desires of "id" and "super-ego". In consciousness issue, the "super-ego" has an ability to master a person desire if it is not accepted by the society's values.

   c. **Sartre** - *"Consciousness causes there to be things because it is itself nothing. Only through consciousness is there differentiation, meaning, and plurality of Being."* (1956:xx)

4. False Consciousness
   a. **Georg Lukcas** - False consciousness is a moment when a group of people who feel oppressed by the oppressor misinterpret about everything that they thought or felt. That people who feel oppressed fails subjectively to reach their goals (1971: 50).

   b. **Delgado** - *"The term 'false consciousness' refers to a phenomenon in which the oppressed come to identify with their oppressors, internalize their views, and thus appear to consent to their own subordination*" (1993: 674).

5. Elias-Clark
   The office building located in 59th Street and Madison, New York, USA. where Runway placed. This building is well-look. *"The lobby glowed behind the glass doors in the early-morning darkness, and it looked like a warm, welcoming place"* – Weisbereger, 2003: 27

6. Existence
    a. **Sartre** - *"As "existed" by the For-itself it is a psychic object; in fact we might more accurately say that the For-itself is its body. Without a body the For-itself could have no relation whatsoever with what we call the world."* (1956:xxxix)

7. Fashionista
   The epithet to someone who is expert in fashion field as known as *fashionable* (Following a style that is popular at a particular time, used by many-rich-people) – Oxford Dictionary, 2008

8. Laughingstock
   Person who is made to appear foolish – Oxford Dictionary, 2008: 248, section 'L'

9. Runway

10. Prada

11. Proletariat
    "Proletariat, the class of modern wage labourers who, having no means of production of their own, are reduced to selling their labour power in order to live" (Mark & Engles, 1848).