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ABSTRACT

As developing societies reconfigure in an age of global information and economic expansion, the specific impact on gender, production and consumption can be anticipated. The shape and form of gendered production and consumption in the developing world is predicated upon gendered inheritance and ownership, and gender roles, relations and identities, "originally" found in these societies prior to their recent rapid "development."

The relative power of women in a given society is reflected in and influenced by women's access to and control over vital resources. Thus, it is important to understand patterns of inheritance, post-marital residence, and ownership of homes, agricultural and other productive spaces and technology in order to assess the basis for gendered power and issues of equity within that society (Costa 2000).

In addition, these social and cultural practices shape the emerging patterns of both production and consumption in "developing societies." Thus, in dialectical fashion, "traditional" cultural forms influence behaviors and socioeconomic patterns that arise in conditions of rapid change associated with "development," while new patterns exert influence upon traditional practices.

As in many other developing societies, women in Greece have undertaken relatively greater responsibility for both production and consumption activities than have men. Thus, while women's power within rural Greece may be said to be increasing, women also have been burdened with the "social costs" of development to a greater extent than have men. The example of rural Greece will serve as an illustrative case, further explicating the cross-cultural framework for gender, production and consumption in developing societies.

REFERENCE