

## ABSTRACT

This thesis aims to decode and decipher neoliberal manoeuvres in the selected works of two contemporary writers, Sam Tschida, and Ellery Lloyd. It explores the latest modes of interpellation used by Machiavellian markets in contemporary times. More specifically, this study scrutinises the formation of hailed subjects through brands and social media. It extrapolates the modern tactics through which reality is distorted and unreal ideals are formed in the minds of the customers. These ideas are then internalised and misidentified as their own ideologies. It focuses on the misdemeanours of social media and the delinquencies of the brands in the light of various sociological and economic theoretical perspectives. The novels, *Siri, Who Am I?* (2021), by Sam Tschida, and *People Like Her* (2021), by Ellery Lloyd, are perceptive and influential texts which illustrate the lifestyles of the members of Generation Z servile to brands and social media. It explores this phenomenon in light of the Althusserian notions of interpellation, ideology, and ideological state apparatuses.