The aim of this thesis is to explore the theme of alienation in selected fiction by Eudora Welty and Flannery O’Connor, taking into consideration the geographic as well as ideological positions from which the two authors write, contextualizing their work in its portrayal as well as critique of the South. Firstly, the insular nature of the South is examined vis-à-vis ethnic and racial othering. The exclusionary social politics of Southern communities are satirized and subverted, as the two authors pit the xenophobic and racist tendencies of their provincial characters against a cultural landscape that fails to accommodate their narrow-minded world view. The gap between the Southern ideology and its contemporaneous reality can be partially accounted for due to the rise of consumer culture, which is discussed in its impact on race relations and social mobility as well as religion. The following chapter, entitled “Commodity Culture and the Americanization of the South,” explores the conflation of religious and consumerist ideologies, negotiating the proclaimed adherence to Protestantism in the South with the rise of consumer behaviour as supplanting spirituality. The impact of a ritualistic adherence to capitalist structures is analyzed as promoting a culture of hyper-individualism, narcissism and alienation, as articulated in Baudrillard’s *The Consumer Society*. The final chapter examines Welty and O’Connor’s usage of negation, destruction and violence as a means of dismantling pretensions and surface realities, as their characters’ vehemently violent rejection of the status quo mirrors the authors’ own rejection of the complacent and passive follower, necessitating the need to question ready-made definitions, preconceptions and dogmas. Through their fiction and essays, Welty and O’Connor contest static definitions of the South and Southern culture that fail to reflect the fluidity of the region’s sociopolitical landscape.