

Readings in Advertising, Society, and Consumer Culture

Roxanne Hovland
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Editors

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Readings in Advertising, Society, and Consumer Culture Roxanne Hovland, Joyce M. Wolburg, Eric E. Haley, 2014-12-18 This collection of classic and contemporary articles provides context for the study of advertising by exploring the historical economic and ideological factors that spawned the development of a consumer culture It begins with articles that take an institutional and historical perspective to provide background for approaching the social and ethical concerns that evolve around advertising Subsequent sections then address the legal and economic consequences of life in a material culture the regulation of advertising in a culture that weighs free speech against the needs of society and the ethics of promoting materialism to consumers The concluding section includes links to a variety of resources such as trade association codes of ethics standards and guidelines for particular types of advertising and information about self regulatory organizations

Advertising, Society, and Consumer Culture Roxanne Hovland, Joyce M. Wolburg, 2014-12-18 Designed as a core textbook for courses in Advertising and Society Advertising Society and Consumer Culture develops an integrated perspective that gives students a framework for understanding past present and future issues in advertising communications Chapter contents cover the entire range of social political cultural regulatory and economic issues that surround advertising and its role in modern society The many social issues addressed include advertising and gender stereotyping advertising to vulnerable audiences and the distribution of wealth in consumer society Advertising Society and Consumer Culture intertwines the development of the consumer culture with its coverage of the historical political regulatory and ethical issues of advertising It includes clear comprehensive tables that chronicle historical developments and key legal cases The text is readable for undergraduates but provides enough depth to serve as a graduate level text Including extensive notes and a bibliography it can be adopted independently or alongside its companion volume Readings in Advertising Society and Consumer Culture

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The Gender and Consumer Culture Reader Jennifer Scanlon, 2000-08 An interdisciplinary and cross cultural collection of readings and archival materials examining the gendered relationship between the home and consumer culture identity through purchasing the supply side of consumer culture and the ways in which consumers embrace resist and manipulate the messages and activities of consumer culture Topics include shoplifting racism in advertising the Zoot suit Esquire magazine Dockers lesbianism narcissism

Niche Fashion Magazines Ane Lynge-Jorlen, 2017-04-30 Niche fashion magazines speak to a highly fashion literate readership and mix the codes of style magazines glossy women s magazines and art catalogues They are often produced and read by people engaged in the business of creating fashion taste Through this business to business practice the niche magazine genre is powerful in shaping the face of fashion Based on unique analysis of niche fashion magazines and unprecedented access to the making of the respected Danish niche fashion magazine DANSK including interviews with its makers and its readers this book unveils the behind the scenes of niche fashion magazines It pays special attention to the symbolic and material cultures as well as the values and meanings that are shared across magazine producers and their readers It is a valuable contribution to the study and practice of fashion journalism with appeal to students and readers of the increasingly popular high end glossy magazines

Made Up Martha Laham, 2020-10-10 Made Up exposes the multibillion dollar beauty industry that promotes unrealistic beauty standards through a market basket of advertising tricks techniques and technologies Cosmetics magnate Charles Revson a founder of Revlon was quoted as saying In the factory we make cosmetics In the store we sell hope This pioneering entrepreneur who built an empire on the foundation of nail polish captured the unvarnished truth about the beauty business in a single metaphor hope in a jar Made Up How the Beauty Industry Manipulates Consumers Preys on Women s Insecurities and Promotes Unattainable Beauty Standards is a thorough examination of innovative and often controversial advertising practices used by beauty companies to persuade consumers mainly women to buy discretionary goods like cosmetics and scents These approaches are clearly working the average American woman will spend around 300 000 on facial products

alone during her lifetime This revealing book traces the evolution of the global beauty industry discovers what makes beauty consumers tick explores the persistence and pervasiveness of the feminine beauty ideal and investigates the myth making power of beauty advertising It also examines stereotypical portrayals of women in beauty ads looks at celebrity beauty endorsements and dissects the looks industry Made Up uncovers the reality behind an Elysian world of fantasy and romance created by beauty brands that won't tell women the truth about beauty

Narrative Factuality Monika Fludernik, Marie-Laure Ryan, 2019-12-16 The study of narrative the object of the rapidly growing discipline of narratology has been traditionally concerned with the fictional narratives of literature such as novels or short stories But narrative is a transdisciplinary and transmedial concept whose manifestations encompass both the fictional and the factual In this volume which provides a companion piece to Tobias Klauk and Tilmann Koppes *Fiktionalität Ein interdisziplinäres Handbuch* the use of narrative to convey true and reliable information is systematically explored across media cultures and disciplines as well as in its narratological stylistic philosophical and rhetorical dimensions At a time when the notion of truth has come under attack it is imperative to reaffirm the commitment to facts of certain types of narrative and to examine critically the foundations of this commitment But because it takes a background for a figure to emerge clearly this book will also explore nonfactual types of narratives thereby providing insights into the nature of narrative fiction that could not be reached from the narrowly literary perspective of early narratology

An Integrated Approach to Communication Theory and Research Don W. Stacks, Michael B. Salwen, Kristen C. Eichhorn, 2019-03-14 This new edition provides a comprehensive overview of current theory and research written by the top theorists and researchers in each area It has been updated to address the growing influence of technology changing relationships and several growing integrated approaches to communication and includes seven new chapters on Digital Media Media Effects Privacy Dark Side Applied Communication Relational Communication Instructional Communication Communication and the Law The book continues to be essential reading for students and faculty who want a thorough overview of contemporary communication theory and research

Feminist Media Claire Sedgwick, 2020-08-07 Feminist Media From the Second Wave to the Digital Age analyses the relationship between second wave feminist media production and capitalism as well as identifying the tradition that can be drawn between second wave feminism Riot Grrrl and feminist blogging today There has been a recent re-evaluation of the importance of second wave feminist media demonstrated by the digitization of Spare Rib by the British Library in 2015 However up until now research on the magazine has been limited This book analyses the relationship between Spare Rib and the capitalist publishing industry comparing it to American feminist magazine Ms The book argues that it is important to understand the cultural economies of the magazines as this had an impact on the assumed readership of the magazines therefore having an impact on the issues that were privileged The second half of the book charts a crucial and often overlooked link between feminist media production in the second wave and more contemporary forms of feminist media

activism Terry Bradshaw Brett L. Abrams, 2017-09-08 Terry Bradshaw made a name for himself as the star quarterback for the Pittsburgh Steelers winning four Super Bowls and twice earning the MVP award Beyond his athletic success Bradshaw has established himself as a true cultural icon through his ventures into television movies and music In Terry Bradshaw From Super Bowl Champion to Television Personality Brett L Abrams details the many personas of this larger than life entertainer Not satisfied with just being a star quarterback Bradshaw became an actor commercial pitchman country western and gospel singer color commentator and NFL pregame co host In addition to covering Bradshaw s life and career Abrams discusses the stereotypes Bradshaw faced and his ability to turn those preconceived notions into a positive likeable down home image that enabled him to find success across the entertainment industries Ultimately Bradshaw has become not only an iconic sports figure but a cultural icon as well Terry Bradshaw delivers a new and refreshing look at one of football s most recognized athletes Drawing on extensive research and interviews with coaches friends coworkers and football fans this book illuminates Bradshaw s celebrity status in the context of nearly 50 years of interacting with football fans and the larger American pop culture

Mass Media, Culture and Society in Twentieth-Century Germany K. Führer, C. Ross, 2015-12-26 This is the first study of mass media in Germany from a social and cultural historical perspective Beyond the conventional focus on organizational structures or aesthetic content it investigates the impact the media has on German society under varying political systems and how the media is shaped by wider social political and cultural context

Ecomedia Stephen Rust, Salma Monani, Sean Cubitt, 2015-09-07 Ecomedia Key Issues is a comprehensive textbook introducing the burgeoning field of ecomedia studies to provide an overview of the interface between environmental issues and the media globally Linking the world of media production distribution and consumption to environmental understandings the book addresses ecological meanings encoded in media texts the environmental impacts of media production and the relationships between media and cultural perceptions of the environment Each chapter introduces a distinct type of media addressing it in a theoretical overview before engaging with specific case studies In this way the book provides an accessible introduction to each form of media as well as a sophisticated analysis of relevant cases The book includes contributions from a combination of new voices and well established media scholars from across the globe who examine the basic concepts and key issues of ecomedia studies The concepts of frames flow and convergence structure a dynamic collection divided into three parts The first part addresses traditional visual texts such as comics photography and film The second part of the book addresses traditional broadcast media such as radio and television and the third part looks at new media such as advertising video games the internet and digital renderings of scientific data In its breadth and scope Ecomedia Key Issues presents a unique survey of rich scholarship at the confluence of Media Studies and Environmental Studies The book is written in an engaging and accessible style with each chapter including case studies discussion questions and suggestions for further reading

The SAGE International Encyclopedia of Mass Media and Society Debra L. Merskin, 2019-11-12 The reference will

discuss mass media around the world in their varied forms newspapers magazines radio television film books music websites and social media and will describe the role of each in both mirroring and shaping society **Problems of**

Post-communism ,2008 **Media, Economy and Society** Christian Fuchs,2023-11-29 This essential guide to the critical study of the media economy in society teaches students how to critically analyse the political economy of communication and the media The book introduces a variety of methods and topics including the political economy of communication in capitalism the political economy of media concentration the political economy of advertising the political economy of global media and transnational media corporations class relations and working conditions in the capitalist media and communication industry the political economy of the Internet and digital media the information society and digital capitalism the public sphere Public Service Media the Public Service Internet and the political economy of media management This will be an ideal textbook for a variety of courses relating to media and communication including Media Economics Political Economy of Communication Media Culture and Society Critical Media and Communication Studies Media Sociology Media Management and Media Business Studies Brand Society Martin Kornberger,2010-01-21 A fascinating account of the way in which brands influence the lives of individuals and the organizations they work in Encyclopedia of Consumer Culture Dale Southerton,2011-09-15 The Encyclopedia of Consumer Culture is the first reference work to outline the parameters of consumer culture and provide a critical scholarly resource on consumption and consumerism **Green Consumerism**

Juliana Mansvelt,2011-06-28 Colorful bracelets funky brooches and beautiful handmade beads young crafters learn to make all these and much more with this fantastic step by step guide In 12 exciting projects with simple steps and detailed instructions budding fashionistas create their own stylish accessories to give as gifts or add a touch of personal flair to any ensemble Following the successful Art Smart series Craft Smart presents a fresh fun approach to four creative skills knitting jewelry making papercrafting and crafting with recycled objects Each book contains 12 original projects to make using a range of readily available materials There are projects for boys and girls carefully chosen to appeal to readers of all abilities A special techniques and materials section encourages young crafters to try out their own ideas while learning valuable practical skills *California Management Review* ,2009

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