

Soap Sex Cigarettes Cultural Advertising

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Buying and Selling Civil War Memory in Gilded Age America James Marten 2021-07-15 Buying and Selling Civil War Memory explores the ways in which Gilded Age manufacturers, advertisers, publishers, and others commercialized Civil War memory. Advertisers used images of the war to sell everything from cigarettes to sewing machines; an entire industry grew up around uniforms made for veterans rather than soldiers; publishing houses built subscription bases by tapping into wartime loyalties; while old and young alike found endless sources of entertainment that harkened back to the war. Moving beyond the discussions of how Civil War memory shaped politics and race relations, the essays assembled by James Marten and Caroline E. Janney provide a new framework for examining the intersections of material culture, consumerism, and contested memory in the everyday lives of late nineteenth-century Americans. Each essay offers a case study of a product, experience, or idea related to how the Civil War was remembered and memorialized. Taken together, these essays trace the ways the buying and selling of the Civil War shaped Americans' thinking about the conflict, making an important contribution to scholarship on Civil War memory and extending our understanding of subjects as varied as print, visual, and popular culture; finance; and the histories of education, of the book, and of capitalism in this period. This highly teachable volume presents an exciting intellectual fusion by bringing the subfield of memory studies into conversation with the literature on material culture. The volume's contributors include Amanda Brickell Bellows, Crompton B. Burton, Kevin R. Caprice, Shae Smith Cox, Barbara A. Gannon, Edward John Harcourt, Anna Gibson Holloway, Jonathan S. Jones, Margaret Fairgrieve Milanick, John Neff , Paul Ringel, Natalie Sweet, David K. Thomson, and Jonathan W. White.

Tobacco Goes to College Elizabeth Crisp Crawford 2014-03-13 This is the first book to document the history of cigarette advertising on college and university campuses. From the 1920s to the 1960s, such advertisers had a strong financial grip on student media and thus a degree of financial power over colleges and universities across the nation. The tobacco industry's strength was so great many doubted whether student newspapers and other campus media could survive without them. When the Tobacco Institute, the organization that governed the industry, decided to pull their advertising in June of 1963 nearly 2,000 student publications needed to recover up to 50 percent of their newly lost revenue. Although student newspapers are the main focus of this book, tobacco's presence on campus permeated more than just the student paper. Cigarette brands were promoted at football games, on campus radio and through campus representatives, and promotional items were placed on campus in locations such as university stores and the student union.

Ad Women Juliann Sivulka 2009 "In *Ad Women*, Juliann Sivulka tells the behind-the-scenes story of how women precipitated a sea change in the ad profession while revolutionizing the business of selling products to consumers around the globe." "Following three key periods in the history of American advertising, which represent eras of major social change for women, Sivulka surveys the suffragist struggle of the turn of the century, the fashionable frenzy of women's lib during the Roaring Twenties to the "We can do it" wartime days of Rosie the Riveter, and the gender reversal within the industry starting in the 1970s - women smashing the glass ceiling and ending up on top. In addition, she discusses major influences on advertising, such as consumer activism and the controversial work by feminists including Betty Friedan, and devotes an entire chapter to the

contributions to advertising of African American, Hispanic, and Asian American women in the twentieth century." "Juliann Sivulka is a professor of advertising, consumer culture, and American studies at the School of International Liberal Studies of Waseda University, in Tokyo, Japan."--BOOK JACKET.

Advertising in America 2018 Description: A guide to placing advertisements in American publications, produced for French businesses. Includes advice and lists of magazines, newspapers, religious publications and agricultural publications, accompanied by information on advertising rates.

The Advertising Age Encyclopedia of Advertising John McDonough 2015-06-18 For a full list of entries and contributors, a generous selection of sample entries, and more, visit the The "Advertising Age" Encyclopedia of Advertising website. Featuring nearly 600 extensively illustrated entries, The Advertising Age Encyclopedia of Advertising provides detailed historic surveys of the world's leading agencies and major advertisers, as well as brand and market histories; it also profiles the influential men and women in advertising, overviews advertising in the major countries of the world, covers important issues affecting the field, and discusses the key aspects of methodology, practice, strategy, and theory. Also includes a color insert.

Cross-Cultural Decision Making Atsuo Murata and Javed Sheikh 2022-07-24 Cross-Cultural Decision Making Proceedings of the 13th International Conference on Applied Human Factors and Ergonomics (AHFE 2022), July 24–28, 2022, New York, USA

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When Broadway Was the Runway Marlis Schweitzer 2011-08-19 Selected by Choice magazine as an Outstanding Academic Title for 2009 When Broadway Was the Runway explores the central and largely unacknowledged role of commercial Broadway theater in the birth of modern American fashion and consumer culture. Long before Hollywood's red carpet spectacles, Broadway theater introduced American women to the latest styles. At the beginning of the twentieth century, theater impresarios captured the imagination of their largely female patrons by transforming the stage into a glorious site of consumer spectacle. Theater historian Marlis Schweitzer examines how these impresarios presented the dresses actresses wore onstage, as well as the jewelry and hairstyles they chose, as commodities that were available for purchase in nearby department stores and salons. The Merry Widow Hat, designed for the hit operetta of the same name, sparked an international craze, and the dancer Irene Castle became a fashion celebrity when she anticipated the flapper look of the 1920s by nearly a decade. Not only were the latest styles onstage, but advertisements appeared throughout theaters, in programs, and on the curtains, while magazines such as Vogue vied for the rights to publish theatrical costume sketches and Harper's Bazar enticed readers with photo spreads of actresses in couture. This combination of spectatorship and consumption was a crucial step in the formation of a mass market for consumer goods and the rise of the cult of celebrity. Through historical analysis and dozens of early photographs and illustrations, Schweitzer aims a spotlight at the cultural and economic convergence of the theater and fashion industries in the United States.

Brand Culture and Identity: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources 2018-10-05 The world of brands is undergoing a sea change in the domain of consumer culture, and it has become a challenge to cater to the taste and needs of audiences. The process of creating iconic brands varies from product to product and market to market. Effective branding strategies are imperative for success in a competitive marketplace. Brand Culture and Identity: Concepts, Methodologies, Tools, and Applications is a vital reference source for the latest research findings on the use of theoretical and applied frameworks of brand awareness and culture. Highlighting a range of topics such as consumer behavior, advertising, and emotional branding, this multi-volume book is ideally designed for business executives, marketing professionals, business managers, academicians, and researchers actively involved in the marketing industry.

Advertising and Societies Katherine Toland Frith 2010 Now in its second edition, *Advertising and Societies: Global Issues* provides an international perspective on the practice of advertising while examining some of the ethical and social ramifications of advertising in global societies. The book illustrates how issues such as the representation of women and minorities in ads, advertising and children, and advertising in the digital era have relevance to a wider global community. This new edition has been updated to reflect the dramatic changes impacting the field of advertising that have taken place since publication of the first edition. The growing importance of emerging markets is discussed, and new photos are included. The book provides students and scholars with a comprehensive review of the literature on advertising and society and uses practical examples from international media to document how global advertising and global consumer culture operate, making it an indispensable research tool and invaluable for classroom use.

Advances in Creativity, Innovation, Entrepreneurship and Communication of Design Evangelos Markopoulos 2021-07-01 This book brings together experts from different areas to show how creativity drives design and innovation in different kind of businesses. It presents theories and best practices demonstrating how creativity generates technological invention, and how this, combined with entrepreneurship, leads to business innovation. It also discusses strategies to teach entrepreneurial competencies and support business developments, including aspects such as corporate social responsibility and sustainability. Moreover, the book discusses the role of human factors in understanding, communicating with and engaging users, reporting on innovative approaches for product design, development, and branding. It also discusses applications in education and well-being. Based on the AHFE 2021 Conferences on Creativity, Innovation and Entrepreneurship, and Human Factors in Communication of Design, held virtually on July 25-29 July, 2021, from USA, the book addresses a broad audience of business innovators, entrepreneurs, designers, and marketing and communication experts alike.

Having William Schweiker 2004 In today's market economies, people constitute much of their identity in relation to the things they possess, and communities facilitate social intercourse and survival by means of property relations. What, if anything, might the study of the biblical religions contribute to thinking about and responding to the basic reality of "having"? In this book scholars in a variety of fields -- theology, ethics, economics, and biblical studies -- address in new and penetrating ways the meaning of "having" in religious and social life and offer a number of compelling answers to challenging questions about property and possession in our present, global age.

Advertising Empire David Ciarlo 2011-01-03 David Ciarlo offers an innovative visual history of each of these transformations. Tracing commercial imagery across different products and media, Ciarlo shows how and why the "African native" had emerged by 1900 to become a familiar figure in the German landscape, selling everything from soap to shirts to coffee. The racialization of black figures, first associated with the American minstrel shows that toured Germany, found ever greater purchase in German advertising up to and after 1905, when Germany waged war against the Herero in Southwest Africa. The new reach of advertising not only expanded the domestic audience for German colonialism, but transformed colonialism's political and cultural meaning as well as, by infusing it with a simplified racial cast.

Cram101 Textbook Outlines to Accompany 2007

Global Advertising Practice in a Borderless World Robert Crawford 2017-07-14 Cultural and regional differences in creating and managing advertising require unique responses to a dynamic, rapidly globalising business environment. To be global in advertising is no longer to be homogenised or standardised, it is to be at the leading edge of social and cultural trends that are changing the world as we know it. *Global Advertising Practice in a Borderless World* covers a wide range of adaptive advertising practices, from major and emerging markets, in mainstream and digital advertising. It focuses on understanding how the globalisation of advertising works in practice, explored in three sections: globalising

advertising in a media and communications context; advertising in a global world; and global advertising in a digital world. Covering past, present and potential futures, through an impressive ensemble of global advertising practitioners and academics, the book combines academic rigour with practical insights to provide a comprehensive analysis of the changing dynamics between advertising and globalisation. It will be of great interest to researchers, educators and advanced students in advertising, global branding, international marketing, international business media, communication and cultural studies.

Outlines and Highlights for Soap, Sex, and Cigarettes Cram101 Textbook Reviews 2011-05-01 Never HIGHLIGHT a Book Again! Virtually all of the testable terms, concepts, persons, places, and events from the textbook are included. Cram101 Just the FACTS101 studyguides give all of the outlines, highlights, notes, and quizzes for your textbook with optional online comprehensive practice tests. Only Cram101 is Textbook Specific. Accompanys: 9781111345310 9781133311133 .

Sacred Consumption Peter Munday 2023 This book explores the quasi-religious nature of consumerism and how American Christianity interacts with consumerism. The author uses mixed methods to unpack the nexus between the Christian faith and consumption and how habitual discretionary consumption functions as a pseudo-faith in America.

Advertising to the American Woman, 1900-1999 Daniel Delis Hill 2002 The author focuses on the marketing perspective of the topic and illustrates how women's roles in society have shifted during the past century. Among the key issues explored is a peculiar dichotomy of American advertising that served as a conservative reflection of society and, at the same time, became an underlying force of progressive social change. The study shows how advertisers of housekeeping products perpetuated the Happy Homemaker stereotype while tobacco and cosmetics marketers dismantled women's stereotypes to create an entirely new type of consumer.

Critical Discourse Analysis of Chinese Advertisement Chong Wang 2017-07-04 This book reflects the chronological changes in Chinese cultural values, social relations, economy and politics by critically analyzing the Chinese advertising discourse. The work is based on research into the ideological values portrayed in Chinese household appliance advertisements in the 1980s - 1990s. The analytical framework covers a variety of methods: critical discourse analysis, chronological analysis, visual and verbal analysis, and qualitative and quantitative analysis. The findings suggest that ideological values consciously or unconsciously manifested by the visual and verbal devices in the Chinese advertisements moved in a pattern from simplicity to diversity, from being politically-oriented to being economically and profit-oriented, from conservatism to globalization and westernization, in keeping with the progression of the Chinese economic reform. The findings further indicate that the ideological values in the Chinese household appliance advertisements are embedded in the advertising language and illustrations. Lastly, the work reveals the reality of Chinese politics, economy and society at a time when China experienced the growth of the market economy and evolution of Chinese mainstream ideologies, and demonstrates the impacts of these changes on the ideological meanings in advertisements. This book will help readers discover the more profound meanings behind the superficial content of Chinese advertisements.

Controversies in Contemporary Advertising Kim Bartel Sheehan 2013-07-18 Presenting a range of perspectives on advertising in a global society, this Second Edition of *Controversies in Contemporary Advertising*, by Kim Bartel Sheehan, examines economic, political, social, and ethical perspectives and covers a number of topics including stereotyping, controversial products, consumer culture, and new technology. The book is divided equally between macro and micro issues, providing a balanced portrait of the role advertising has in society today. Author Kim Bartel Sheehan's work recognizes the plurality of opinions towards advertising, allowing the reader to form and analyze their own judgments. It encourages readers to obtain a critical perspective on advertising issues.

As Seen in Vogue Daniel Delis Hill 2004 Throughout the twentieth century the ready-to-wear industry, fashion journalism, and mass-media advertising fueled one another's success by identifying an ever-widening consumer class and fanning the desire to be fashionable. Through more than six hundred fashion ads that appeared in Vogue from the magazine's debut in 1893 through the next ten decades, Hill documents not only this symbiosis but also an evolution in American fashion, society, and culture. In rich progression, the images document metamorphoses: from alabaster Victorian homemaker to painted flapper in just a generation, from conformist fifties mom to miniskirt-clad iconoclast only a decade later, from power-suited yuppie of the eighties to the techno self-stylist of the new millennium. In this long view of interactions that shaped much, much more than the fashion, Hill offers a comprehensive examination and resource for students and professionals in fashion and business history, popular culture, advertising, marketing, and women's studies.

Stronger Than Dirt Juliann Sivulka 2001 Sivulka (journalism and mass communications, U. of South Carolina) explores what advertisements for packaged soap and related products reveal about changes in beliefs and values of society during the period; the visible expressions of those beliefs and values, what ritual of cleanliness were portrayed as socially necessary, and what types of advertising conventions developed as reliably successful. c. Book News Inc.

The Mirror Makers Stephen R. Fox 1984 Stephen Fox explores the consistently cyclical nature of advertising from its beginning. A substantial new introduction updates this lively, anecdotal history of advertising into the mid-1990s. --Publisher.

The Wiley Blackwell Encyclopedia of Consumption and Consumer Studies Daniel Thomas Cook 2015-03-02 With entries detailing key concepts, persons, and approaches, *The Wiley Blackwell Encyclopedia of Consumption and Consumer Studies* provides definitive coverage of a field that has grown dramatically in scope and popularity around the world over the last two decades. Includes over 200 A-Z entries varying in length from 500 to 5,000 words, with a list of suggested readings for each entry and cross-references, as well as a lexicon by category, and a timeline Brings together the latest research and theories in the field from international contributors across a range of disciplines, from sociology, cultural studies, and advertising to anthropology, business, and consumer behavior Available online with interactive cross-referencing links and powerful searching capabilities within the work and across Wiley's comprehensive online reference collection or as a single volume in print
www.consumptionandconsumerstudies.com

Gender and Pop Culture Adrienne Trier-Bieniek 2020-03-09 Gender and Pop Culture examines the intersection of media, society, gender, and culture through a multi-disciplinary lens. The book serves both as a text and reader, focused on an examination of gender and society.

Gender & Pop Culture Adrienne Trier-Bieniek 2014-04-03 Gender & Pop Culture provides a foundation for the study of gender, pop culture and media. This comprehensive, interdisciplinary text provides text-book style introductory and concluding chapters written by the editors, seven original contributor chapters on key topics and written in a variety of writing styles, discussion questions, additional resources and more. Coverage includes: - Foundations for studying gender & pop culture (history, theory, methods, key concepts) - Contributor chapters on media and children, advertising, music, television, film, sports, and technology - Ideas for activism and putting this book to use beyond the classroom - Pedagogical Features - Suggestions for further readings on topics covered and international studies of gender and pop culture Gender & Pop Culture was designed with students in mind, to promote reflection and lively discussion. With features found in both textbooks and anthologies, this sleek book can serve as primary or supplemental reading in undergraduate courses across the disciplines that deal with gender, pop culture or media studies. "An important addition to the fields of gender and media studies, this excellent compilation will be useful to students and teachers in a wide range of disciplines. The research is solid, the examples from popular culture are current and interesting, and the conclusions are original and illuminating. It is certain to

stimulate self-reflection and lively discussion.” Jean Kilbourne, Ed.D., author, feminist activist and creator of the Killing Us Softly: Advertising’s Image of Women film series “An ideal teaching tool: the introduction is intellectually robust and orients the reader towards a productive engagement with the chapters; the contributions themselves are diverse and broad in terms of the subject matter covered; and the conclusion helps students take what they have learnt beyond the classroom. I can’t wait to make use of it.” Sut Jhally, Professor of Communication, University of Massachusetts at Amherst, Founder & Executive Director, Media Education Foundation Adrienne Trier-Bieniek, Ph.D. is currently an assistant professor of sociology at Valencia College in Orlando, Florida. Her first book, *Sing Us a Song, Piano Woman: Female Fans and the Music of Tori Amos* (Scarecrow, 2013) addresses the ways women use music to heal after experiencing trauma. www.adriennetrier-bieniek.com Patricia Leavy, Ph.D. is an internationally known scholar and best-selling author, formerly associate professor of sociology and the founding director of gender studies at Stonehill College. She is the author of the acclaimed novels *American Circumstance* and *Low-Fat Love* and has published a dozen nonfiction books including *Method Meets Art: Arts-Based Research Practice*. www.patricialeavy.com

Chocolate and Blackness Silke Hackenesch 2017-11-09 This book draws out a number of unexpected connections between chocolate and blackness as both idea and reality. Silke Hackenesch builds her argument around four main focal points. First is the modes of production of chocolate--the economic realities of the business and the material connection between blackness and chocolate. Second is the semantics of chocolate, while its iconography is analyzed third. Finally, she addresses the use of chocolate as a racial signifier, showing that it is deployed differently by African Americans and Afro-Germans, for example.

Handbook of Research on Global Perspectives on International Advertising Krom, Ipek 2022-06-24 International advertising is an important discipline in social sciences studies and though many books and articles have been published surrounding international advertising, only a few of them contain information about the advertising industry related to specific international countries and regions. Additional consideration on how advertising is utilized across the world is vital to understand the current best practices, challenges, and opportunities in the marketing field. The *Handbook of Research on Global Perspectives on International Advertising* considers various perspectives on international advertising through global and local lenses and discusses strategies and tactics of advertising across the globe. Covering topics such as branding, political advertising, cultural features, and tourism advertising, this reference work is ideal for industry professionals, academicians, practitioners, researchers, scholars, instructors, and students.

Advertising Myths Anne Cronin 2012-11-12 Advertising is often portrayed negatively, as corrupting a mythically pure relationship between people and things. In *Advertising Myths* Anne Cronin argues that it is better understood as a 'matrix of transformation' that performs divisions in the social order and arranges classificatory regimes. Focusing on consumption controversies, Cronin contends that advertising is constituted of 'circuits of belief' that flow between practitioners, clients, regulators, consumers and academics. Controversies such as those over tobacco and alcohol advertising, she argues, distil these beliefs and articulate with programmes of social engineering aimed at altering consumption patterns. This book will be essential reading for students and academics of advertising and consumption.

Death in a Consumer Culture Susan Dobscha 2015-12-22 Death has never been more visible to consumers. From life insurance to burial plots to estate planning, we are constantly reminded of consumer choices to be made with our mortality in mind. Religious beliefs in the afterlife (or their absence) impact everyday consumption activities. *Death in a Consumer Culture* presents the broadest array of research on the topic of death and consumer behaviour across disciplinary boundaries. Organised into five sections covering: The Death Industry; Death Rituals; Death and Consumption; Death and the Body; and Alternate Endings, the book explores topics from celebrity death tourism, pet and online memorialization;

family history research, to alternatives to traditional corpse disposal methods and patient-assisted suicide. Work from scholars in history, religious studies, sociology, psychology, anthropology, and cultural studies sits alongside research in marketing and consumer culture. From eastern and western perspectives, spanning social groups and demographic categories, all explore the ubiquity of death as a physical, emotional, cultural, social, and cosmological inevitability. Offering a richly unique anthology on this challenging topic, this book will be of interest to researchers working at the intersections of consumer culture, marketing and mortality.

Animation and Advertising Malcolm Cook 2019-12-17 Throughout its history, animation has been fundamentally shaped by its application to promotion and marketing, with animation playing a vital role in advertising history. In individual case study chapters this book addresses, among others, the role of promotion and advertising for anime, Disney, MTV, Lotte Reiniger, Pixar and George Pal, and highlights American, Indian, Japanese, and European examples. This collection reviews the history of famous animation studios and artists, and rediscovers overlooked ones. It situates animated advertising within the context of a diverse intermedial and multi-platform media environment, influenced by print, radio and digital practices, and expanding beyond cinema and television screens into the workplace, theme park, trade expo and urban environment. It reveals the part that animation has played in shaping our consumption of particular brands and commodities, and assesses the ways in which animated advertising has both changed and been changed by the technologies and media that supported it, including digital production and distribution in the present day. Challenging the traditional privileging of art or entertainment over commercial animation, *Animation and Advertising* establishes a new and rich field of research, and raises many new questions concerning particular animation and media histories, and our methods for researching them.

Under the Big Top Josh McMullen 2015 *Under the Big Top* examines the immensely popular big tent revivals of turn-of-the-twentieth-century America and develops a new framework for understanding Protestantism in this transformative period of the nation's history. Contemporary critics of the revivalists often depicted them as anxious and outdated religious opponents of a modern, urban nation. Early historical accounts likewise portrayed tent revivalists as Victorian hold-outs, bent on re-establishing nineteenth-century values and religion in a new America. In this revisionist work, Josh McMullen argues that, contrary to these stereotypes, big tent revivalists actually participated in the shift away from Victorianism and helped in the construction of a new consumer culture in the United States. How did the United States become the most consumer-driven and yet one of the most religious societies in the western world? McMullen shows that revivalists and their audiences reconciled the Protestant ethic of salvation with the emerging consumer ethos by cautiously unlinking Christianity from Victorianism and joining it to the new, emerging consumer culture. *Under the Big Top* helps to explain the continued appeal of both the therapeutic and the salvific worldview to many Americans as well as the ambivalence that accompanies this combination.

Handbook of Research on Narrative Advertising Yilmaz, Recep 2019-06-28 Narration can be conceptualized as conveying two or more events (or an event with a situation) that are logically interrelated and take place over time and have a consistent topic. The concept includes every storytelling text. The advertisement is one of the text types that includes a story, and the phenomenon conceptualized as advertising narration has gained new dimensions with the widespread use of digital media. The *Handbook of Research on Narrative Advertising* is an essential reference source that investigates fundamental marketing concepts and addresses the new dimensions of advertising with the universal use of digital media. Featuring research on topics such as branding, mobile marketing, and consumer engagement, business professionals, copywriters, students, and practitioners will find this text useful in furthering their research exposure to evolutionary techniques in advertising.

Women in Greek Advertisements in the 1960s Johannis Tsoumas 2019-05-22 Between the poles of the Cold War era's sales promotion standards,

print advertising thrived in Greece in the 1960s, particularly as it related to female consumption. What are the similarities between American women as protagonists in the world of advertising and women as consumers in 1960s Greece? Are the women portrayed in print advertisements nothing but “hybrids” of the American consumption model and the Greek consumerism boom of the era? What were the technical and esthetic, but also social and cultural connotations of female advertising in Greece at that time? How do they reflect women’s position in society? Through a detailed, historical case study with a wealth of illustrations and a concise analysis of advertising communication, this book investigates hitherto unknown data, and shows the importance of the role of Greek women, not only as consumers, but primarily as protagonists in the formation of a new consumption model which had been imported from the United States.

Narrative Advertising Models and Conceptualization in the Digital Age Y?lmaz, Recep 2017-02-01 The ubiquity of technology in modern society has opened new opportunities for businesses to employ marketing strategies. Through digital media, new forms of advertisement creativity can be explored. Narrative Advertising Models and Conceptualization in the Digital Age is a pivotal reference source that features the latest scholarly perspectives on the implementation of narration and storytelling in contemporary advertising. Including a range of topics such as digital games, viral advertising, and interactive media, this book is an ideal publication for business managers, researchers, academics, graduate students, and professionals interested in the enhancement of advertising strategies.

Explorations in Critical Studies of Advertising James F. Hamilton 2016-10-26 This volume provides a thoughtful and wide-ranging exploration of approaches to the critical study of advertising. Current and impending practices of advertising have in many ways exceeded the grasp of traditional modes of critique, due at least in part to their being formulated in very different historical conditions. To begin to address this lag, this edited collection explores through critical discussion and application a variety of critical approaches to advertising. Authors address a variety of concrete examples in their chapters, drawing on existing research while presenting new findings where relevant. In order to maintain the relevance of this collection past this particular historical moment, however, chapters do not simply report on empirical work, but develop a theoretical argument.

Made Up Martha Laham 2020-10-15 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.

Soap, Sex, and Cigarettes Juliann Sivulka 1998 From the first newspaper ad in colonial times to Web sites for advertisers, Soap, Sex, and Cigarettes explores advertising's integral role in both reflecting and shaping American life and how advertising has become a part of our personal habits with roots in popular culture as well as in the popular mind. Sivulka, both an advertising educator and a practicing professional, emphasizes advertising's greatest contribution - how it provides a way for society to learn about an endless stream of new products and in the process, how it

shapes what we think, feel, and want.

The Corporate Eye Elspeth H. Brown 2005-07-26 Winner, Association of American Publishers' Professional and Scholarly Publishing Award in Business, Management and Accounting In the late nineteenth century, corporate managers began to rely on photography for everything from motion studies to employee selection to advertising. This practice gave rise to many features of modern industry familiar to us today: consulting, "scientific" approaches to business practice, illustrated advertising, and the use of applied psychology. In this imaginative study, Elspeth H. Brown examines the intersection of photography as a mass technology with corporate concerns about efficiency in the Progressive period. Discussing, among others, the work of Frederick W. Taylor, Eadweard Muybridge, Frank Gilbreth, and Lewis Hine, Brown explores this intersection through a variety of examples, including racial discrimination in hiring, the problem of photographic realism, and the gendered assumptions at work in the origins of modern marketing. She concludes that the goal uniting the various forms and applications of photographic production in that era was the increased rationalization of the modern economy through a set of interlocking managerial innovations, technologies that sought to redesign not only industrial production but the modern subject as well.

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