

SECOND EDITION

ADVERTISING *and* SOCIETIES *Global Issues*



KATHERINE TOWNSEND FORTIN & BARBARA MURPHY

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Advertising and Society Carol J. Pardun, 2013-06-26 Now revised and updated to reflect the impact of emerging technologies this new edition of Advertising and Society Controversies and Consequences examines the evolution of advertising and its influence on society Expanded with five new chapters covering the impact of emerging technologies including the evolution of Direct to Consumer DTC pharmaceutical advertising product placement in various media and the growing intrusiveness of Internet marketing Explores a broad range of topics including alcohol tobacco and sex in advertising the pros and cons of negative political adverts advergames and the use of stereotypes Examines the impact of advertising through its distinctive point counterpoint format designed to spark discussion and help students understand the complexities of the issues being presented Lends substantial clarity to the subject uniquely balancing criticism and practice within one text Includes chapter level overviews and summaries of the topic history and key issues along with student friendly features such as ideas for papers and questions for discussion

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advertising explains the way advertising agencies work discusses the functions of advertising and provides a psycho cultural perspective on advertising Among the topics it deals with are the role of brands in selling products and the problem of self alienation and its relation to consumption It also analyzes consumer cultures places advertising in the communication process and considers the use of sexuality in advertising political advertising and marketing theory The marketing discussion deals with the Values and Lifestyle Typology VALS and the Claritas typology The chapters analyzing print advertisements and television commercials are distinctive features of the book For print advertising it provides a list of topics to consider in analyzing print advertising and then provides a detailed analysis of a fascinating Fidji perfume advertisement that shows a Polynesian woman with a snake around her neck It provides a semiotic psychoanalytic sociological Marxist mythic and Feminist analysis of this advertisement For television commercials it analyzes the famous Macintosh 1984 commercials in a number of different ways as well In the last chapter it speculates about the role of advertising in selling drugs to people children and advertising and the problems advertising agencies have in getting people s attention It also offers a glossary to terms used in the book and an annotated bibliography Advertising and Society Joe-Eugene Onyenili-Onuorah,2018

Advertising and Consumer Society Nicholas Holm,2023-04-03 This critical introductory text explores the role of advertising in contemporary culture and its connections to larger economic social and political forces Written in an engaging and accessible style and incorporating a wide range of examples from around the world the chapters introduce the key concepts methods and debates needed to analyse and understand advertising From an investigation of advertising s crucial function in media economics and our wider capitalist system to a consideration of the people who both make and watch advertising this insightful text enables students to make sense of advertising s powerful influence as both an economic force and an artistic form assess the various claims of these two perspectives on advertising and understand how they challenge and complicate one another This revised second edition includes a new chapter on branding and promotional culture and substantially updated content on topics like digital and online advertising surveillance and empowerment as well as brand new topics like self branding influencers and using technology to evade advertising Equipping students with the skills needed to partake in this lively discourse the text is an invaluable resource for studying advertising critically It is essential reading for students of advertising media studies and communication studies **Advertising & Society** Benjamin D. Singer,1986

Social Issue of Advertising Kara Chan,2016-12-01 Advertising is something which we are exposed to from a young age and which can affect us in many different ways Centered around the question Does advertising improve society this volume explores the impact and issues of advertising and questions its social responsibility with a focus on Hong Kong society The collection of essays offers a broad view of the interaction between society and advertising from an introduction to semiotic studies exploring the use of gender stereotypes to the employment of brand placement as a new form of product promotion Written by professors of advertising with experience from both within the industry and from international research this is a

senior level textbook designed to augment any studies in advertising marketing public relations or media studies

Advertising, the Uneasy Persuasion Michael Schudson, 1998 Book on effects of advertising as a business *Journal of the Western Society of Engineers* Western Society of Engineers (Chicago, Ill.), 1925 *The Transactions of the Entomological Society of London* Entomological Society of London (1833-1933), 1904 **Proceedings of the Linnean Society of New South Wales** Linnean Society of New South Wales, 1893 Child-marriages, Divorces, and Ratifications, &c. in the Diocese of Chester, A.D. 1561-6 Church of England. Diocese of Chester, 1897 *Publications of the Edinburgh Bibliographical Society: Papers, 1921-1925.* 1925 Edinburgh Bibliographical Society, 1925

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