

Advertising At The Edge Of The Apocalypse

Emily West, Matthew P. McAllister

Advertising at the Edge of the Apocalypse Tim J. Wise, In this highly anticipated sequel to his groundbreaking *Advertising & the End of the World*, media scholar Sut Jhally explores the devastating personal and environmental fallout from advertising, commercial culture, and rampant American consumerism. Ranging from the emergence of the modern advertising industry in the early 20th century to the full-scale commercialization of the culture today, Jhally identifies one consistent message running throughout all of advertising: the idea that corporate brands and consumer goods are the keys to human happiness. He then shows how this powerful narrative, backed by billions of dollars a year and propagated by the best creative minds, has blinded us to the catastrophic costs of ever-accelerating rates of consumption. The result is an ideal teaching tool for courses that look at commercialism, media culture, social well-being, environmental issues, and the tensions between capitalism and democracy.

Conversations on the Edge of the Apocalypse David Jay Brown, 2014-12-23 In his latest interview collection, David Jay Brown has once again gathered some of the most interesting minds of today to consider the future of the human race, the mystery of consciousness, the evolution of technology, psychic phenomena, and more. The book includes conversations with celebrated visionaries and inspirational figures such as Ram Dass, Noam Chomsky, Deepak Chopra, and George Carlin. Part scientific exploration, part philosophical speculation, and part intellectual rollercoaster, the free-form discussions are original and captivating, and offer surprising revelations. *Conversations on the Edge of the Apocalypse* is a new look into the minds of some of our groundbreaking leaders and is the perfect gift for science fiction and philosophy fans alike.

Advertising and Reality Amir Hetsroni, 2012-11-02 *Advertising and Reality: A Global Study of Representation and Content* offers, for the first time, an extensive study of the way our life is represented in advertising. Leading scholars from different countries, who specialize in marketing communication and media studies, review and analyze different advertising contents and give us a truly cross-cultural view of the matter. Among the contents that are thoroughly discussed throughout the book one finds sexuality, violence, family activities, gender roles, vocations, minorities roles, periodical reconstruction and more. This book provides an up-to-date picture of the way modern life is portrayed in the most popular format of marketing communication worldwide.

Advertising, Commercial Spaces and the Urban Anne M. Cronin, 2010-07-28 Providing a detailed account of

contemporary outdoor advertising and its relationship with urban space, this book examines what the outdoor advertising industry tells us about the commercial production of urban space, what industry practices reveal about contemporary capitalism, and how ads and billboard structures interface with spaces of the city

Advertising Shits in Your Head Vyvian Raoul, Matt Bonner, 2019-12-01 Advertising Shits in Your Head calls adverts what they are—a powerful means of control through manipulation—and highlights how people across the world are fighting back. It diagnoses the problem and offers practical tips for a DIY remedy. Faced with an ad-saturated world, activists are fighting back, equipped with stencils, printers, high-visibility vests, and utility tools. Their aim is to subvert the adverts that control us. With case studies from both sides of the Atlantic, this book showcases the ways in which small groups of activists are taking on corporations and states at their own game: propaganda. This international edition includes an illustrated introduction from Josh MacPhee, case studies and interviews with Art in Ad Places, Public Ad Campaign, Resistance Is Female, Brandalism, and Special Patrol Group, plus photography from Luna Park and Jordan Seiler. This is a call-to-arms for a generation raised on adverts. Beginning with a rich and detailed analysis of the pernicious hold advertising has on our lives, the book then moves on to offer practical solutions and guidance on how to subvert the ads. Using a combination of ethnographic research and theoretical analysis, Advertising Shits in Your Head investigates the claims made by subvertising practitioners and shows how they impact their practice.

ADVERTISING AND THE SPREAD OF BUSINESS, DEMOCRACY AND KNOWLEDGE STEVE Dr. ESOMBA, 2012-06-06 The culture of advertising our needs, desires, interests and products is deeply embedded in human nature. It is also a universal natural tendency. We advertise ourselves, our activities and products for a wider audience, to evoke interest, entertain, educate, impart knowledge and spread corporate interests, democratic ideals, competitiveness and world knowledge. ADVERTISING AND THE SPREAD OF BUSINESS, DEMOCRACY AND KNOWLEDGE, demonstrates that advertisements do not only benefit industry and corporations [as taken for granted] but they also benefit the public in spreading, cultivating and practising democracy and free speech, and inculcating knowledge. Think of this every time you see an advertisement.

The Routledge Companion to Advertising and Promotional Culture Emily West, Matthew P. McAllister, 2023-04-04 This comprehensive second edition provides an updated essential guide to the key issues, methodologies, concepts, debates, and policies that shape our everyday relationship with advertising. This updated edition takes a critical look at advertising and promotion during the explosion of digital and social media, as well as with significant social and cultural shifts, including the COVID-19 pandemic, the rise of the Black Lives Matter movement, the destabilization of democracies and rise of authoritarianism around the world, and intensification of the climate crisis. The book offers global perspectives on advertising and promotion with attention to issues of diversity and difference. It contains eight sections: Historical

Perspectives on Advertising and Promotion; Promotional Industries; Advertising Audiences; Advertising Identities; Advertising and/in Crisis; Promotion and Politics; Promotionalism and Its Expansions; and Advertising, Promotion, and the Environment. With chapters written by leading international scholars working at the intersections of media and advertising studies, this book is a go-to source for scholars and students in communication, media studies, and advertising and marketing looking to understand the ways advertising has shaped consumer culture, in the past and present.

Global Entertainment Media Tanner Mirrlees, 2013-04-02 A critical cultural materialist introduction to the study of global entertainment media. In *Global Entertainment Media*, Tanner Mirrlees undertakes an analysis of the ownership, production, distribution, marketing, exhibition and consumption of global films and television shows, with an eye to political economy and cultural studies. Among other topics, Mirrlees examines: Paradigms of global entertainment media such as cultural imperialism and cultural globalization. The business of entertainment media: the structure of capitalist culture/creative industries (financers, producers, distributors and exhibitors) and trends in the global political economy of entertainment media. The governance of global entertainment media: state and inter-state media and cultural policies and regulations that govern the production, distribution and exhibition of entertainment media and enable or impede its cross-border flow. The new international division of cultural labor (NICL): the cross-border production of entertainment by cultural workers in asymmetrically interdependent media capitals, and economic and cultural concerns surrounding runaway productions and co-productions. The economic motivations and textual design features of globally popular entertainment forms such as blockbuster event films, TV formats, glocalised lifestyle brands and synergistic media. The cross-cultural reception and effects of TV shows and films. The World Wide Web, digitization and convergence culture.

Settling and Unsettling Memories Nicole Neatby, Peter Hodgins, 2012-03-19 *Settling and Unsettling Memories* analyses the ways in which Canadians over the past century have narrated the story of their past in books, films, works of art, commemorative ceremonies, and online. This cohesive collection introduces readers to overarching themes of Canadian memory studies and brings them up-to-date on the latest advances in the field. With increasing debates surrounding how societies should publicly commemorate events and people, *Settling and Unsettling Memories* helps readers appreciate the challenges inherent in presenting the past. Prominent and emerging scholars explore the ways in which Canadian memory has been put into action across a variety of communities, regions, and time periods. Through high-quality essays touching on the central questions of historical consciousness and collective memory, this collection makes a significant contribution to a rapidly growing field.

The Social Impact of Advertising Tony Kelso, 2018-09-14 Composed with a touch of the panache of a former advertising copywriter, Kelso challenges readers to reflect on the social impact of advertising from multiple angles. The book uniquely combines personal anecdotes with a penetrating look at some of the most critical perspectives toward the field

advanced by media scholars. A play on David Ogilvy's legendary Confessions of an Advertising Man, the text disrupts the creative guru's account with a highly accessible critique of advertising suitable for classes in disciplines as various as cultural studies, marketing, media studies, political science, and sociology. The book reflects the latest industry trends, especially the migration from legacy to social media vehicles like Instagram and Snapchat. Topics covered include a brief history of modern advertising in the United States, advertising's influence on the so-called non-advertising content of the media, the ideological themes advertising inadvertently delivers, how advertising can privilege or marginalize various social constructions of identity, the controversial practice of targeting children, and how corporations often use advertising to superficially present a positive face while masking their profoundly darker sides. Incorporating a media-literacy approach, Kelso also offers an insider's overview of the typical procedures advertising agencies take in strategizing, conceptualizing, and delivering campaigns.

Imaging in Advertising Fern L. Johnson, 2012-08-06 The dominance of advertising in everyday life carries potent cultural meaning. As a major force in the rise of image based culture, advertising spreads images that shape how people live their lives. While scholarship on visual images has advanced our understanding of the role of advertising in society, for example in revealing how images of extremely thin female models and athletic heroes shape ideals and aspirations, images circulated through language codes--or verbal images--in advertising have received less attention. *Imaging in Advertising* explores how the verbal and visual work together to build a discourse of advertising that speaks to audiences and has the power to move them to particular thoughts and actions. In this book, Fern L. Johnson presents a series of case studies exploring important advertising images--racial connotations in cigarette advertising, representations of cultural diversity in teen television commercials, metaphors of the face appearing in ads for skin care products, language borrowed from technology to sell non-technology products, and the illusion of personal choice that is promoted in many Internet web sites. Johnson argues that examining the interplay of verbal and visual images as a structured whole exposes the invasive role of advertising in shaping culture in 21st century America.

Research for Designers Gjoko Muratovski, 2021-12-01 Design is everywhere. It influences how we live, what we wear, how we communicate, what we buy, and how we behave. To design for the real world and define strategies rather than just implement them, you need to learn how to understand and solve complex, intricate and often unexpected problems. *Research for Designers* is the guide to this new, evidence-based creative process for anyone doing research in Design Studies or looking to develop their design research skills. The book: Takes an organized approach to walking you through the basics of research. Highlights the importance of data. Encourages you to think in a cross-disciplinary way. Including interviews with 10 design experts from across the globe, this guide helps you put theory into practice and conduct successful design research.

Propaganda in the Information Age Alan MacLeod, 2019-04-24 Propaganda in the Information Age is a collaborative volume which updates Herman and Chomsky's propaganda model for the twenty-first-century media landscape and makes the case for the continuing relevance of their original ideas. It includes an exclusive interview with Noam Chomsky himself. 2018 marks 30 years since the publication of Edward Herman and Noam Chomsky's ground-breaking book Manufacturing Consent, which lifted the veil over how the mass media operate. The book's model presented five filters which all potentially newsworthy events must pass through before they reach our TV screens, smartphones or newspapers. In Propaganda in the Information Age, many of the world's leading media scholars, analysts and journalists use this model to explore the modern media world, covering some of the most pressing contemporary topics such as fake news, Cambridge Analytica, the Syrian Civil War and Russiagate. The collection also acknowledges that in an increasingly globalized world, our media is increasingly globalized as well, with chapters exploring both Indian and African media. For students of Media Studies, Journalism, Communication and Sociology, Propaganda in the Information Age offers a fascinating introduction to the propaganda model and how it can be applied to our understanding not only of how media functions in corporate America, but across the world in the twenty-first century.

Consumer Society Barry Smart, 2010-03-15 What factors are contributing to the continuing growth in consumption of goods and services? At what point do the costs associated with consumerism begin to call our way of life into question? How are the problems of resource depletion, waste and pollution, and environmental impact being addressed? What is to be done about the consequences of our all-consuming way of life? Ever-increasing consumption and a relentless pursuit of growth in output are the twin pillars on which the modern economy and contemporary social life rest. But the consumer way of life is globally unsustainable. We can't all live the consumer dream. This comprehensive, lively and informative book will quickly be recognized as a benchmark in the field. It brings together a huge set of resources for thinking about the development of consumer culture, its defining features, and global consequences. Adept in handling a complex range of classical and contemporary theoretical sources, the book draws on an impressive range of comparative material and provides a variety of contemporary examples to inform and enhance understanding of our consuming way of life. Smart writes with verve and feeling and has produced a stimulating book that enlarges our understanding of consumer culture and provides a timely critical analysis of its consequences. Clear, engaging, and original this book will be essential reading for all those interested in and concerned about our global culture of consumption including researchers and students in sociology, politics, cultural studies, economics, and social geography.

Marketing ,

Environmental Advertising in China and the USA Xinghua Li, 2016-05-05 Since the late 1980s, green consumerism has been hailed in the West as an efficient solution to environmental problems. However, Chinese consumers have been slow

to warm up to eco-friendly products. Consumers prefer SUVs to hybrid cars, health supplements and snake oil medicines to organic foods and eco-fashion is still secluded in high-end designer studios. These choices contradict the findings of many sustainable lifestyle surveys that claim to register a rising desire for green products among the Chinese. This book examines the psycho-cultural differences that disrupt the translation of eco-friendly appeals to China by analyzing environmental advertising. It explores the different notions of green, the structures of desire that underlies the advertisements, and how they are shaped by ideological, cultural, and historical differences. Rather than arguing the superiority of the American or Chinese version of green consumerism, the book interrogates the role of advertising in the global spread of Western ideologies and explores the possibilities for consumers to resist transnational corporate hegemony in the green movement. This book fills an important gap in the critical scholarship on green marketing and should be of interest to students and scholars of environment studies, green advertising and marketing, environmental communication and media studies, China studies and environmental sociology, ethics and cultural studies.

Red Tourism in China Chunfeng Lin, 2022-12-30 This book analyzes the phenomenally profitable “Red Tourism” industry in China, in which visitors make pilgrimages to sites of historical significance to the Communist Party of China and the Chinese Revolution. The book examines Red Tourism in connection with the transforming power relations between the state and the private, communication in the socialist past, and the current round of capitalization, against the backdrop of the world’s second largest economy. By re-evaluating the conventional notion of propaganda through the lens of neutral xuanchuan propaganda, the book presents a nuanced look at the social space of Red Tourism, revealing that propaganda should be conceived as a commodity, an industry, or even a media system similar to the news media. Drawn from combining fieldwork and cultural analysis spanning a decade, this book will be of interest to students and scholars of communication studies, tourism, and Chinese politics.

Getting Past Capitalism Cynthia Kaufman, 2012-08-25 Getting Past Capitalism begins with a critique of the impacts of capitalism on human society and the environment. It looks in new ways at what capitalism is and at how it is reproduced. That investigation opens the door to fresh ways of looking at how to challenge it. Cynthia Kaufman looks at some fundamental questions about how capitalism comes to look like a system that is unbeatable, and how people come to have desires that work to reinforce capitalism. Kaufman uses this analysis to develop ideas about how to challenge capitalism. She argues that rather than looking for the fulcrum point in a system that will make it able to be overthrown, we should try to understand what kinds of practices open more spaces for stopping the reproduction of capitalist processes, and what kinds of structures need to be developed to make capitalism a less important part of our world. Getting Past Capitalism includes a critique of capitalism and presentation of alternatives to capitalism, many of which already exist. It explores strategies for developing and strengthening those alternatives.

Media Today Joseph Turow, 2019-08-28 This seventh edition of Joseph Turow's pathbreaking media textbook uses convergence as a lens that puts students at the center of the profound changes in the 21st century media world. It teaches students to think critically about the role of media, and what these changes mean for their lives. The book's media systems approach helps students to look carefully at how media content is created, distributed, and exhibited in the new world that the digital revolution has created. The first part examines the media world as a whole, while the second delves deep into key media industries, such as the movie, book, and video game industries. This new edition includes critical expanded coverage of social media, as well as updated figures, tables, and pedagogy, including key terms and further activities. Media Today is an excellent introduction to the world of media in the digital age. From news media to video games and social networking to mobile platforms, it provides students with the tools they need to understand and critique the media they encounter and consume. Extensive pedagogical materials also make this a highly teachable book, well suited to the classroom. The accompanying website has also been updated with new student and instructor resources, including chapter recaps, recommended readings, and instructor's manual.

The Advertising and Consumer Culture Reader Joseph Turow, Matthew P. McAllister, 2009 Assembles the important writings on advertising and society. This title includes 27 essays which provide readers with the some of the best-known writings on the nature, process, and social implications of advertising and consumer culture for society

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