



ADVERTISING IN THE AGE OF PERSUASION

BUILDING BRAND AMERICA,
1941-1961

DAWN SPRING



Advertising In The Age Of Persuasion Building Brand America 1941 1961

D. Spring



Advertising In The Age Of Persuasion Building Brand America 1941 1961:

Advertising in the Age of Persuasion D. Spring, 2011-11-07 Advertising in the Age of Persuasion documents and analyzes the implementation of the American strategy of consumerism during the 1940s and 1950s and its ongoing ramifications Beginning with World War II and girded by the Cold War American advertisers brand name corporations and representatives of the federal government institutionalized a system of consumer capitalism which they called free enterprise In their system government and business worked together to create consumer republics democracies based on the mass consumption of brand name goods using advertising across all major media to sell products and distribute information Many of the free enterprise evangelists believed it represented the fulfillment of America's God ordained mission They envisioned an American lead global consumer order supported by advertising based media where the brand took precedence over the corporation that owned it and advertising propaganda and public relations were considered the same thing To support this system they created a network and process for disseminating persuasive information that survives into the 21st Century *Corporatism, Social Control, and Cultural Domination in Education: From the Radical Right to Globalization* Joel Spring, 2012-11-27 Starting with the 1972 publication of his seminal work *Education and the Rise of the Corporate State* Joel Spring has been documenting and analyzing the politics of knowledge and education Throughout his work he has explored the attempts to use education to advance the economic and political interests of dominant groups The general term he uses for the relationship between schools and power is ideological management His scholarly work first looked at the influence on American schooling of business and economic doctrines embodied in human capital theories and consumerism The next step in his exploration of the politics of knowledge was to examine these issues in the context of globalization leading to a proposed educational rights amendment to national constitutions and a new paradigm for education both of which might ensure that schools are protected from ideological management by economic and political elites Spring's indigenous background has strongly shaped his interest in the political and economic goals of schooling particularly the attempts of those in power to use schools to destroy indigenous languages and cultures In this collection Spring brings together 10 of his key writings providing an overview not just of his own career but the larger contexts in which it is situated In the Introduction he reviews the evolution and scope of his work and his earlier arguments and reflects on its central themes which are reflected in the writings selected for this volume In the World Library of Educationalists international scholars themselves compile career long collections of what they judge to be their finest pieces extracts from books key articles salient research findings major theoretical and practical contributions so the world can read them in a single manageable volume Readers will be able to follow the themes and strands of their work and see their contribution to the development of a field as well as the development of the field itself Contributors to the series include Michael Apple James A Banks Stephen J Ball Elliot Eisner Howard Gardner John Gilbert Ivor F Goodson Peter Jarvis Explorations in Critical Studies of Advertising James F.

Hamilton, Robert Bodle, Ezequiel Korin, 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

Destructive Creation Mark R. Wilson, 2016-07-06 During World War II the United States helped vanquish the Axis powers by converting its enormous economic capacities into military might Producing nearly two thirds of all the munitions used by Allied forces American industry became what President Franklin D Roosevelt called the arsenal of democracy Crucial in this effort were business leaders Some of these captains of industry went to Washington to coordinate the mobilization while others led their companies to churn out weapons In this way the private sector won the war or so the story goes Based on new research in business and military archives *Destructive Creation* shows that the enormous mobilization effort relied not only on the capacities of private companies but also on massive public investment and robust government regulation This public private partnership involved plenty of government business cooperation but it also generated antagonism in the American business community that had lasting repercussions for American politics Many business leaders still engaged in political battles against the New Deal regarded the wartime government as an overreaching regulator and a threatening rival In response they mounted an aggressive campaign that touted the achievements of for profit firms while dismissing the value of public sector contributions This probusiness story about mobilization was a political success not just during the war but afterward as it shaped reconversion policy and the transformation of the American military industrial complex Offering a groundbreaking account of the inner workings of the arsenal of democracy *Destructive Creation* also suggests how the struggle to define its heroes and villains has continued to shape economic and political development to the present day

Branding Trust Jennifer M. Black, 2023-12-05 In the early nineteenth century the American commercial marketplace was a chaotic unregulated environment in which knock offs and outright frauds thrived Appearances could be deceiving and entrepreneurs often relied on their personal reputations to close deals and make sales Rapid industrialization and expanding trade routes opened new markets with enormous potential but how could distant merchants convince potential customers whom they had never met that they could be trusted Through wide ranging visual and textual evidence including a robust selection of early advertisements *Branding Trust* tells the story of how advertising evolved to meet these challenges tracing the themes of character and class as they intertwined with and influenced graphic design trademark law and ideas about ethical business practice in the United States As early as the 1830s printers advertising agents and manufacturers

collaborated to devise new ways to advertise goods They used eye catching designs and fonts to grab viewers attention and wove together meaningful images and prose to gain the public s trust At the same time manufacturers took legal steps to safeguard their intellectual property formulating new ways to protect their brands by taking legal action against counterfeits and frauds By the end of the nineteenth century these advertising and legal strategies came together to form the primary components of modern branding demonstrating character protecting goodwill entertaining viewers to build rapport and deploying the latest graphic innovations in print Trademarks became the symbols that embodied these ideas in print in the law and to the public Branding Trust thus identifies and explains the visual rhetoric of trust and legitimacy that has come to reign over American capitalism Though the 1920s has often been held up as the birth of modern advertising Jennifer M Black argues that advertising professionals had in fact learned how to navigate public relations over the previous century by adapting the language imagery and ideas of the American middle class Media Capitalism Thomas Klikauer,2022-01-01 This book argues that media and capitalism no longer exist as separated entities and posits three reasons why one can no longer exist without the other Firstly mass media have become indispensable to capitalism due to the media s ability to sell the commodities of mass consumerism Media capitalism also creates pro capital attitudes among a target population and establishes an ideological hegemony Thirdly media capitalism provides mass deception to hide the pathologies of capitalism which include mass poverty rising inequalities and the acceleration of global warming To illuminate this the book s historical chapter traces the emergence of media capitalism Its subsequent chapters show how media capitalism has infiltrated the public sphere society schools universities the world of work and finally democracy The book concludes by outlining how societies can transition from media capitalism to a post media capitalist society **The Business of Emotions in Modern History** Mandy L. Cooper,Andrew Popp,2023-02-09 The Business of Emotions in Modern History shows how businesses from individual entrepreneurs to family firms and massive corporations have relied on leveraged generated and been shaped by emotions for centuries With a broad temporal and global coverage ranging from the early modern era to the present day in Africa Asia Europe and North America the essays in this volume highlight the rich potential for studying emotions and business in tandem In exploring how emotions and emotional situations affect business and in turn how businesses affect the emotional lives of individuals and communities this book allows us to recognise the emotional structures behind business decisions and relationships and how to question them From emotional labour in family firms to affective corporate paternalism and the role of specific emotions such as trust fear anxiety love and nostalgia in creating economic connections this book opens a rich new avenue of research for both the history of emotions and business history *Consumer Engineering, 1920s-1970s* Jan Logemann,Gary Cross,Ingo Köhler,2019-05-29 In the middle of the twentieth century a new class of marketing expert emerged beyond the familiar ad men of Madison Avenue Working as commercial designers consumer psychologists sales managers and market researchers these professionals were self defined consumer engineers

and their rise heralded a new era of marketing To what extent did these efforts to engineer consumers shape consumption practices And to what extent was the phenomenon itself a product of broader social and cultural forces This collection considers consumer engineering in the context of the longer history of transatlantic marketing Contributors offer case studies on the roles of individual consumer engineers on both sides of the Atlantic the impact of such marketing practices on European economies during World War II and after and the conflicted relationship between consumer activists and the ideas of consumer engineering By connecting consumer engineering to a web of social processes in the twentieth century this volume contributes to a reassessment of consumer history more broadly

Animation and Advertising Malcolm Cook, Kirsten Moana Thompson, 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

Selling Women's History Emily Westkaemper, 2017-01-09 Only in recent decades has the American academic profession taken women's history seriously But the very concept of women's history has a much longer past one that's intimately entwined with the development of American advertising and consumer culture Selling Women's History reveals how from the 1900s to the 1970s popular culture helped teach Americans about the accomplishments of their foremothers promoting an awareness of women's wide ranging capabilities On one hand Emily Westkaemper examines how this was a marketing ploy as Madison Avenue co-opted women's history to sell everything from Betsy Ross Red lipstick to Virginia Slims cigarettes But she also shows how pioneering adwomen and female historians used consumer culture to publicize histories that were ignored elsewhere Their feminist work challenged sexist assumptions about women's subordinate roles Assessing a dazzling array of media including soap operas advertisements films magazines calendars and greeting cards Selling Women's History offers a new perspective on how early and mid twentieth century women saw themselves Rather than presuming a drought of female agency between the first and second waves of American feminism it reveals the subtle messages about women's

empowerment that flooded the marketplace **The NGO CARE and food aid from America, 1945-80** Heike Wieters, 2017-07-21 This book provides a historical account of the NGO CARE as one of the largest humanitarian NGOs worldwide from 1945 to 1980 Readers interested in international relations and humanitarian hunger prevention are provided with fascinating insights into the economic and business related aspects of Western non governmental politics fundraising and philanthropic giving in this field Not only does the book contributes to ongoing research about the rise of NGOs in the international realm it also offers very rich empirical material on the political implications of private and governmental international aid in a world marked by the order of the Cold War decolonialization processes and the struggle of so called Third World Countries to catch up with modern Western consumer societies **We Are What We Sell** Danielle Sarver Coombs, Bob Batchelor, 2014-01-15 For the last 150 years advertising has created a consumer culture in the United States shaping every facet of American life from what we eat and drink to the clothes we wear and the cars we drive In the United States advertising has carved out an essential place in American culture and advertising messages undoubtedly play a significant role in determining how people interpret the world around them This three volume set examines the myriad ways that advertising has influenced many aspects of 20th century American society such as popular culture politics and the economy Advertising not only played a critical role in selling goods to an eager public but it also served to establish the now world renowned consumer culture of our country and fuel the notion of the American dream The collection spotlights the most important advertising campaigns brands and companies in American history from the late 1800s to modern day Each fact driven essay provides insight and in depth analysis that general readers will find fascinating as well as historical details and contextual nuance students and researchers will greatly appreciate These volumes demonstrate why advertising is absolutely necessary not only for companies behind the messaging but also in defining what it means to be an American

Reasserting America in the 1970s Hallvard Notaker, Giles Scott-Smith, David J. Snyder, 2016-06-17 Reasserting America in the 1970s brings together two areas of burgeoning scholarly interest On the one hand scholars are investigating the many ways in which the 1970s constituted a profound era of transition in the international order The American defeat in Vietnam the breakdown of the Bretton Woods exchange system and a string of domestic setbacks including Watergate Three Mile Island and reversals during the Carter years all contributed to a grand reappraisal of the power and prestige of the United States in the world In addition the rise of new global competitors such as Germany and Japan the pursuit of détente with the Soviet Union and the emergence of new private sources of global power contributed to uncertainty **Modern American Drama: Playwriting in the 1950s** Susan C. W. Abbotson, 2019-11-14 The Decades of Modern American Drama series provides a comprehensive survey and study of the theatre produced in each decade from the 1930s to 2009 in eight volumes Each volume equips readers with a detailed understanding of the context from which work emerged an introduction considers life in the decade with a focus on domestic life and conditions social changes culture media technology industry

and political events while a chapter on the theatre of the decade offers a wide ranging and thorough survey of theatres companies dramatists new movements and developments in response to the economic and political conditions of the day The work of the four most prominent playwrights from the decade receives in depth analysis and re evaluation by a team of experts together with commentary on their subsequent work and legacy A final section brings together original documents such as interviews with the playwrights and with directors drafts of play scenes and other previously unpublished material The major writers and their works to receive in depth coverage in this volume include William Inge Picnic 1953 Bus Stop 1955 and The Dark at the Top of the Stairs 1957 Stephen Sondheim Arthur Laurents and Jerome Robbins West Side Story 1957 and Gypsy 1959 Alice Childress Just a Little Simple 1950 Gold Through the Trees 1952 and Trouble in Mind 1955 Jerome Lawrence and Robert Lee Inherit the Wind 1955 Auntie Mame 1956 and The Gang s All Here 1959

Engineered to Sell Jan L. Logemann, 2019-11-20 The mid twentieth century marketing world influenced nearly every aspect of American culture music literature politics economics consumerism race relations gender and more In Engineered to Sell Jan L. Logemann traces the transnational careers of consumer engineers in advertising market research and commercial design who transformed capitalism from the 1930s through the 1960s He argues that the history of marketing consumer goods is not a story of American exceptionalism Instead the careers of immigrants point to the limits of the Americanization paradigm Logemann explains the rise of a dynamic world of goods and examines how and why consumer engineering was shaped by transatlantic exchanges From Austrian psychologists and little known social scientists to the illustrious Bauhaus artists the emigr s at the center of this story illustrate the vibrant cultural and commercial connections between metropolitan centers Vienna and New York Paris and Chicago Berlin and San Francisco By focusing on the transnational lives of emigr consumer researchers marketers and designers Engineered to Sell details the processes of cultural translation and adaptation that mark both the midcentury transformation of American marketing and the subsequent European shift to American consumer capitalism

A Companion to Dwight D. Eisenhower Chester J. Pach, 2017-04-10 A Companion to Dwight D Eisenhower brings new depth to the historiography of this significant and complex figure providing a comprehensive and up to date depiction of both the man and era Thoughtfully incorporates new and significant literature on Dwight D Eisenhower Thoroughly examines both the Eisenhower era and the man himself broadening the historical scope by which Eisenhower is understood and interpreted Presents a complete picture of Eisenhower s many roles in historical context the individual general president politician and citizen This Companion is the ideal starting point for anyone researching America during the Eisenhower years and an invaluable guide for graduate students and advanced undergraduates in history political science and policy studies Meticulously edited by a leading authority on the Eisenhower presidency with chapters by international experts on political international social and cultural history

The Sunday Paper Paul Moore, Sandra Gabriele, 2022-08-30 Pullout sections poster supplements contests puzzles and the funny pages the Sunday newspaper once delivered a parade of

information entertainment and spectacle for just a few pennies each weekend Paul Moore and Sandra Gabriele return to an era of experimentation in early twentieth century news publishing to chart how the Sunday paper became an essential part of American leisure Transcending the constraints of newsprint while facing competition from other media Sunday editions borrowed forms from and eventually partnered with magazines film and radio inviting people to not only read but watch and listen This drive for mass circulation transformed metropolitan news reading into a national pastime a change that encouraged newspapers to bundle Sunday supplements into a panorama of popular culture that offered something for everyone

Mad Men M. Keith Booker, Bob Batchelor, 2023-06-14 A comprehensive examination of the ways in which the series uses American cultural memory to shape characters developments and the narrative arc Journal of American Culture From the opening credits that feature a silhouette falling among skyscrapers Mad Men transcended its role as a series about the Madison Avenue advertising industry to become a modern classic For seven seasons Mad Men asked viewers to contemplate the 1960s anew reassessing the era s stance on women s rights race war politics and family relationships that comprise the American Dream Set in the mid twentieth century the show brought to light how deeply we still are connected to that age The result is a show that continually asks us to rethink our own families lives work and ethical beliefs as we strive for a better world In Mad Men A Cultural History M Keith Booker and Bob Batchelor offer an engaging analysis of the series providing in depth examinations of its many themes and nostalgic portrayals of the years from Camelot to Vietnam and beyond Highly regarded cultural scholars and critics Booker and Batchelor examine the show in its entirety presenting readers with a deep but accessible exploration of the series as well as look at its larger meanings and implications This cultural history perspective reveals Mad Men s critical importance as a TV series as well as its role as a tool for helping viewers understand how they are shaped by history and culture This homage will appeal to fans and academic readers alike Recommended Choice Offers a stimulating point of view on the role of mass communication products as keys to

understanding our society Journalism Mass Communication Quarterly Baby Boomers and Popular Culture Brian Cogan, Thom Gencarelli Ph.D., 2014-11-25 The Boomers are the generation that changed everything from economics to politics to popular culture This book examines the myriad ways and long reaching consequences of the now fully grown up Baby Boomer generation on America Once upon a time the members of the Baby Boomer generation were young idealistic and hungry to change the world And they did create sweeping irreversible changes throughout American society but probably not in the ways their younger selves imagined they would Now that the Boomers are in their late adult or retirement years their tremendous legacy can clearly be perceived In retrospect the paths the members of this generation took to come to power and how they came to terms with that power are also apparent This single volume work supplies a broad yet detailed critical guide to the Boomer Generation containing essays on key people moments and phenomena not only during the Boomers 1960s heyday but also their extensive influences on American culture decades afterward The

contributors address key topics such as the rise of feminism Civil Rights the Vietnam War and the anti war movement the Beatles the Grateful Dead and rock n roll gay rights idealism narcissism and materialism the influence of television on America and vice versa and the transition of Boomers from being Yippies to Yuppies This work is an ideal text for students in undergraduate or graduate courses in television studies media studies cultural studies and American studies and is highly appropriate as a supplemental text in literature history and philosophy surveys

01-01-2020,

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