

ADVERTISING, THE UNEASY PERSUASION

Its dubious impact on American society

Michael Schudson

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Advertising The Uneasy Persuasion Rle Advertising Its Dubious Impact On American Society

Yannis Theocharis, Andreas Jungherr



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Advertising, The Uneasy Persuasion Michael Schudson, 2013-06-26 What does advertising do Is it the faith of a secular society If so why does it inspire so little devotion Advertising the Uneasy Persuasion is a clear eyed account of advertising as both business and social institution Instead of fuelling the moral indignation surrounding the industry or feeding fantasies of powerful manipulators Michael Schudson presents a clear assessment of advertising in its wider sociological and historical framework persuasively concluding that advertising is not nearly as important effective or scientifically founded as either its advocates or its critics imagine Dispassionate open minded and balanced he conveys better than any other recent author a sense of advertising as its practitioners understand it Stephen Fox New York Times Book Review First published in 1984

Advertising, the Uneasy Persuasion Michael Schudson, 1984 Advertising, the Uneasy Persuasion Michael Schudson, 1993 Advertising, the Uneasy Persuasion (RLE Advertising) Michael Schudson, 2013 What does advertising do Is it the faith of a secular society If so why does it inspire so little devotion Advertising the Uneasy Persuasion is a clear eyed account of advertising as both business and social institution Instead of fuelling the moral indignation surrounding the industry or feeding fantasies of powerful manipulators Michael Schudson presents a clear assessment of advertising in its wider sociological and historical framework persuasively concluding that advertising is not nearly as important effective or scientifically founded as either its advocates or its critics imagine Dispassionate open minded and balanced he conveys better than any other recent author a sense of advertising as its practitioners understand it Stephen Fox New York Times Book Review First published in 1984 **The Rise and Fall of Mass Marketing (RLE Marketing)** Richard S. Tedlow, Geoffrey G. Jones, 2014-09-15 This book provides new insights into the changes in interpretation of marketing and the evolution of marketing strategies during the twentieth century The focus is on the development of mass marketing in the United States and the way in which more flexible and adaptable forms of marketing have increasingly been taking over This highly international volume draws contributors from the USA Europe and Japan and from a variety of academic disciplines including marketing economics and business history Chapters provide detailed analysis of the marketing of a range of products including cars washing machines food retailing Scotch whisky computers financial services and wheat Advertising the American Dream Roland Marchand, 2023-09-01 It has become impossible to imagine our culture without advertising But how and why did advertising become a determiner of our self image Advertising the American Dream looks carefully at the two decades when advertising discovered striking new ways to play on our anxieties and to promise solace for the masses As American society became more urban more complex and more dominated by massive bureaucracies the old American Dream seemed threatened Advertisers may only have dimly perceived the profound transformations America was experiencing However the advertising they created is a wonderfully graphic record of the underlying assumptions and changing values in American culture With extensive reference to the popular media radio broadcasts confession magazines and tabloid

newspapers Professor Marchand describes how advertisers manipulated modern art and photography to promote an enduring consumption ethic This title is part of UC Press s Voices Revived program which commemorates University of California Press s mission to seek out and cultivate the brightest minds and give them voice reach and impact Drawing on a backlist dating to 1893 Voices Revived makes high quality peer reviewed scholarship accessible once again using print on demand technology This title was originally published in 1986 It has become impossible to imagine our culture without advertising But how and why did advertising become a determiner of our self image Advertising the American Dream looks carefully at the two decades when advertising discovered striking new w Digital Advertising Evolution Iain MacRury,Danae Manika,2024-12-27 This cutting edge text brings together a diverse range of scholars and practitioners to examine how digital has become the default space for advertising in practice communication and commercial process Providing a wide ranging and multi disciplinary account of a complex contemporary moment for promotional communications Digital Advertising Evolution charts recent and profound shifts in the advertising industry s working models and assumptions about media audience data research consumer practices and modes of persuasive promotional communication Innovations and new advertising formats including programmatic ads AI advergames memes branded content and influencers have transformed and reframed advertising theories and practices for a new generation Contributions examine major technological and cultural shifts in the advertising field considering how platforms have provoked a paradigm shift in the character and conceptual framework defining advertising This thorough analysis of the field critically explores key concepts genres campaigns history academic theories and major actors as well as governance regulation and ethics to provide a complete picture of the current state of the industry Written for a global readership Digital Advertising Evolution is ideal for advanced students and researchers of digital advertising and promotional cultures It will also be of interest to professionals seeking to reflect on the changing industry Enlightened Marketing in Challenging Times Felipe Pantoja,Shuang Wu,Nina Krey,2020-09-17 This volume explores the interconnection of social political technological and economic challenges that impact consumer relationships new product launches and consumer interests Featuring contributions presented at the 2019 Academy of Marketing Science AMS World Marketing Congress WMC held in Edinburgh Scotland the theme of this proceedings draws from the Scottish Enlightenment movement of the mid Eighteenth Century which centered on ideas of liberty progress and the scientific method The core values of this movement are being challenged by the rapidly changing globally shifting and digitally connected world The contributions presented in this volume reflect and reframe the roles of marketers and marketing in incorporating and advancing the ideas of the Scottish Enlightenment within contemporary marketing theory and practice Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract

delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field The series deliver cutting edge research and insights complementing the Academy's flagship journals the Journal of the Academy of Marketing Science JAMS and AMS Review AMSR Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science

The Oxford Handbook of Consumption Frederick F. Wherry, Ian Woodward (Sociologist), 2019 The Oxford Handbook of Consumption examines the most pressing questions addressed by consumption studies scholars today The volume counteracts the tendency towards disciplinary myopia as it engages scholars from around the world drawing on sociology anthropology psychology history and consumption studies The volume's thirty one chapters are organized around six themes facilitating cross disciplinary exploration

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

Computational Political Communication Yannis Theocharis, Andreas Jungherr, 2024-11-11 The challenge of disentangling political communication processes and their effects has grown with the complexity of the new political information environment But so have scientists' toolsets and capacities to better study and understand them This edited volume focuses on the use of Computational Communication Science CCS to address key questions in political communication highlighting methodological innovations and the theoretical practical and institutional challenges in the field Topics include clickbaiting propaganda political polarization and media framing The book starts by mapping the challenges and opportunities of data collection and analysis focusing on computational methods to address theory driven questions in political communication Chapters highlight the theoretical empirical and institutional aspects of Computational Communication Science CCS relevant to the field assessing the challenges of data requirements digital signal semantics and the crucial role of infrastructures academic institutions ethics and training in computational methods Considering all of these aspects individual chapters showcase methodological innovations applying CCS to topics like clickbaiting in the context of propaganda in authoritarian regimes the visual content produced by political elites political and affective polarization and the media coverage of public policy as well as framing in the news media The volume also offers scholarly contributions on the theoretical practical and institutional significance of CCS and the challenges in realizing its

potential in political communication A significant contribution to the field of political communication this volume will be a key resource for scholars and researchers of communication studies politics media studies and sociology It was originally published in Political Communication **The Advertising Age Encyclopedia of Advertising** John McDonough, Karen Egolf, 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 **The Routledge Companion to the History of Advertising** Robert Crawford, Jackie Dickenson, 2025-08-18 With expansive global coverage from an international range of experts this unique volume critically examines the stakeholders and influences on the production dissemination and consumption of advertising from its early history via the development of mass advertising to the emergence of the digital age Advertising has been and remains one of the most visible and influential forms of communication globally and the advertising industry is valued in the hundreds of billions worldwide While its size reach and influence have attracted considerable scholarly attention the insights from its historical growth and development are less well understood yet provide invaluable insights This authoritative reference volume provides not only a critical overview of the state of current knowledge and research in advertising history but also a global overview of the industry's growth and development This Companion is a comprehensive source of current scholarship and debate on the history of advertising for advanced students educators and researchers in advertising marketing communication and media studies and will provide an invaluable one stop literature resource for academics and informed professionals alike **Media Effects and Beyond** Karl Erik Rosengren, 2005-09-27 An analysis of the use and effects of television video and music where the consumer is not seen as a passive object but as an active subject **Rite out of Place** Ronald L. Grimes, 2006-08-10 Much ritual studies scholarship still focuses on central religious rites For this reason Grimes argues dominant theories like the data they consider remain stubbornly conservative This book issues a challenge to these theories and to popular conceptions of ritual Rite Out of Place collects 10 revised essays originally published in widely varied sources across the past five years Grimes has selected for inclusion those essays that track ritual as it haunts the edges of cultural boundaries ritual converging with theater ritual on television ritual at the edge of natural environments and so on The writing is non technical and the implied audience is sufficiently broad than any educated person interested in religion and public life should find it intelligible and engaging **Branding Democracy** Gerald Sussman, 2010 Branding Democracy U S Regime Change in Post Soviet Eastern Europe is a study of the uses of systemic propaganda in U S foreign policy Moving beyond traditional understandings of propaganda Branding Democracy analyzes the expanding and ubiquitous

uses of domestic public persuasion under a neoliberal regime and an informational mode of development and its migration to the arena of foreign policy A highly mobile and flexible corporate dominated new informational economy is the foundation of intensified Western marketing and promotional culture across spatial and temporal divides enabling transnational interests to integrate territories previously beyond their reach U S democracy promotion and interventions in the Eastern European color revolutions in the early twenty first century serve as studies of neoliberal state interests in action Branding Democracy will be of interest to students of U S and European politics political economy foreign policy political communication American studies and culture studies

Digital Marketing and Social Media Strategies for Tourism and Hospitality

Organizations Ahmet Bulent Ozturk, Murat Hancer, 2022-03-31 Digital marketing and online social media platforms have become the cornerstones to the success of places and accommodation This edited volume investigates the current status of digital marketing and social media utilization by both travellers and service providers and explores future digital marketing and social media research trends

Estimating Equilibrium Exchange Rates John Williamson, 1994 The problems of exchange rate misalignments and the resulting payments imbalances have plagued the world economy for decades At the Louvre Accord of 1987 the Group of Five industrial countries adopted a system of reference ranges for exchange rate management influenced by proposals of C Fred Bergstan and John Williamson for a target zone system The reference range approach has however been operated only intermittently and half heartedly and questions continue to be raised in policy and scholarly circles about the design and operation of a full fledged target zone regime This volume with chapters by leading international economists explores one crucial issue in the design of a target zone system the problem of calculating Williamson s concept of the fundamental equilibrium exchange rate FEER Williamson contributes an overview of the policy and analytic issues and a second chapter on his own calculations

Handbook of Research on International Advertising Shintaro Okazaki, 2012-01-01 Almost 50 of the leading researchers teachers and thought leaders have come together to brilliantly cover the complex and evolving field of international advertising research From culture to methodologies to the newest in digital approaches international advertising research has never gotten as complete coverage as found in this one volume Don E Schultz Northwestern University US An excellent book for international marketing scholars and advertising executives that focuses on the complexity of making advertising decisions in a global world The contributors identify how international advertising perspectives are being transformed by such changes as the emergence of social media rise of BRIC countries and increasing concern for localization of advertising Confident in predictions and bold in recommendations this book is written with ambition scope and verve that sets it apart from the usual advertising books Subhash C Jain University of Connecticut US The Handbook of Research on International Advertising presents the latest thinking experiences and results in a wide variety of areas in international advertising It incorporates those visions and insights into areas that have seldom been touched in prior international advertising research such as research in digital media retrospective research cultural

psychology and innovative methodologies Forming a major reference tool the Handbook provides comprehensive coverage of the area including entries on theoretical advances in international advertising research culture and its impact on advertising effectiveness online media strategy in global advertising methodological issues in international advertising effectiveness of specific creative techniques global advertising agencies international perspectives of corporate reputation transnational trust global consumer cultural positioning and performance of integrated marketing communications among others Researchers students and practitioners in the fields of marketing advertising communication and media management will find this important and stimulating resource invaluable **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

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