



The Routledge Companion to Advertising and Promotional Culture (Routledge Companions (Hardcover))

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The *Routledge Companion to Advertising and Promotional Culture* provides an essential guide to the key issues, methodologies, concepts, debates, and policies that shape our everyday relationship with advertising.

The book contains eight sections:

- **Historical Perspectives** considers the historical roots and their relationship to recent changes of contemporary advertising and promotional practice.
- **Political Economy** examines how market forces, corporate ownership, and government policies shape the advertising and media promotion environment.
- **Globalization** presents work on advertising and marketing as a global, intercultural, and transnational practice.
- **Audiences as Labor, Consumers, Interpreters, Fans** introduces how people construct promotional meaning and are constructed as consumers, markets, and labor by advertising forces.
- **Identities** analyzes the ways that advertising constructs images and definitions of groups -- such as gender, race and the child -- through industry labor practices, marketing, as well as through representation in advertising texts.
- **Social Institutions** looks at the pervasiveness of advertising strategies in different social domains, including politics, music, housing, and education.
- **Everyday Life** highlights how a promotional ethos and advertising initiatives pervade self image, values, and relationships.
- **The Environment** interrogates advertising's relationship to environmental issues, the promotional efforts of corporations to construct green images, and mass consumption's relationship to material waste.

With chapters written by leading international scholars working at the intersections of media studies and advertising studies, this book is a go-to source for those looking to understand the ways advertising has shaped consumer

culture, in the past and present.

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- Sales Rank: #4544876 in Books
- Brand: Brand: Routledge
- Published on: 2013-03-29
- Original language: English

- Number of items: 1
- Dimensions: 9.60" h x 1.30" w x 7.40" l, .0 pounds
- Binding: Hardcover
- 484 pages



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Editorial Review

Review

"[T]he editors have gathered together an impressive set of contributions from leading and emerging scholars who consider advertising, promotional culture and consumer culture from a range of disciplinary perspectives... [T]aken together the thirty chapters create a rich, if sometimes troubling, tapestry depicting advertising and promotion practices, and exploring how these relate to consumer experiences and wider societal structures and concerns." – *Stephanie O'Donohoe, The University of Edinburgh*

About the Author

Matthew P. McAllister is Professor of Communications in the Department of Film/Video & Media Studies at Penn State. He is the author of *The Commercialization of American Culture* (1996, Safe), and the co-editor of *Comics and Ideology* (with Ian Gordon and Edward H. Sewell, Jr., 2001, Peter Lang), *Film and Comic Books* (with Ian Gordon and Mark Jancovich, 2007, University Press of Mississippi), and *The Advertising and Consumer Culture Reader* (with Joseph Turow, 2009, Routledge).

Emily West is an Associate Professor in the Department of Communication at the University of Massachusetts, Amherst, whose work focuses on consumer culture, gender and performance, and media audiences. Her research on the commodification of sentiment and nation branding has appeared in journals including *Media, Culture & Society*, *Critical Studies in Media Communication*, *Journal of Consumer Culture*, *Feminist Media Studies*, and *Popular Communication*. Her newest work is on discourses of consumerism in US healthcare policy.

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The knowledge that you get from The Routledge Companion to Advertising and Promotional Culture (Routledge Companions (Hardcover)) could be the more deep you searching the information that hide inside the words the more you get considering reading it. It doesn't mean that this book is hard to recognise but The Routledge Companion to Advertising and Promotional Culture (Routledge Companions (Hardcover)) giving you enjoyment feeling of reading. The author conveys their point in specific way that can be understood simply by anyone who read that because the author of this publication is well-known enough. This specific book also makes your current vocabulary increase well. That makes it easy to understand then can go to you, both in printed or e-book style are available. We highly recommend you for having this particular The Routledge Companion to Advertising and Promotional Culture (Routledge Companions (Hardcover)) instantly.

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