

Social Communication in Advertising

PERSONS, PRODUCTS, &
IMAGES OF WELL BEING



• WILLIAM LEISS • STEPHEN KLINE • SUT JHALLY •

Social Communication In Advertising Persons Products And Images Of Well Bding

Joacim Rocklöv



Social Communication In Advertising Persons Products And Images Of Well Bding:

Social Communication in Advertising William Leiss, Stephen Kline, Sut Jhally, 1990 Now available in a significantly updated second edition featuring two new chapters Social Communication in Advertising remains the most comprehensive historical study of advertising and its function within contemporary society It traces advertising s influence within three key social domains the new commodities industry popular culture and the mass media which manages the constellation of images that unifies all three Social Communication in Advertising William Leiss, Stephen Kline, Sut Jhally, 1990 Social Communication in Advertising William Leiss, 1986 **Gendered Moods** Elizabeth Ettorre, Elianne Riska, 2012-11-12 Tranquillisers are prescribed to almost twice as many women as men yet very little gender based research has been carried out on the social context of their use Gendered Moods offers the first feminist analysis of the gendered character of psychotropic drug use based on studies of long term psychotropic drug users and the content of drug advertising The authors argue that gender differences in psychotropic drug use are manifestations of the gendered construction of society as a whole and that as a result women are particularly susceptible to being channelled into a state of dependency on prescribed drugs Exploring current social scientific debates relating to drug users and providers Gendered Moods also provides a critical review of previous research It is a much needed introduction to a neglected area of study **Imperial persuaders** Anandi Ramamurthy, 2017-03-01 The first book to provide an historical survey of images of black people in advertising during the colonial period Analyses the various conflicting and changing ideologies of colonialism and racism in British advertising Reveals the historical and production context of many well known advertising icons as well as the specific commercial interests that various companies images projected Provides a chronological understanding of changing colonial ideologies in relation to advertising while each chapter explores images produced to sell specific products such as soap cocoa tea and tobacco **History of the Mass Media in the United States** Margaret A. Blanchard, 2013-12-19 The influence of the mass media on American history has been overwhelming History of the Mass Media in the United States examines the ways in which the media both affects and is affected by U S society From 1690 when the first American newspaper was founded to 1995 this encyclopedia covers more than 300 years of mass media history History of Mass Media in the United States contains more than 475 alphabetically arranged entries covering subjects ranging from key areas of newspaper history to broader topics such as media coverage of wars major conflicts over press freedom court cases and legislation and the concerns and representation of ethnic and special interest groups The editor and the 200 scholarly contributors to this work have taken particular care to examine the technological legal legislative economic and political developments that have affected the American media Communicating in Canada's Past Gene Allen, Daniel Robinson, 2009-11-14 Communicating in Canada s Past evolved out of essays presented at the inaugural Conference on Media History in Canada of 2006 which brought together media historians from across the disciplines and from both French and English Canada The first collection

of its kind this volume assembles both well established and up and coming scholars to address sizable gaps in the literature on media history in Canada Communicating in Canada s Past includes a substantial introduction to media history as a field of study historiographical essays by senior scholars Mary Vipond Paul Rutherford and Fernande Roy and original research essays on a range of subjects including print journalism radio television and advertising Editors Gene Allen and Daniel J Robinson have provided a sophisticated wide ranging introduction for those who are new to media history while also assembling a valuable collection of new research and theory for those already familiar with the field

A Handbook of Media and Communication Research Klaus Bruhn Jensen,2013-04-15 A Handbook of Media and Communications Research presents qualitative as well as quantitative approaches to the analysis and interpretation of media covering perspectives from both the social sciences and the humanities The Handbook offers a comprehensive review of earlier research and a set of guidelines for how to think about plan and carry out studies of media in different social and cultural contexts Divided into sections on the history systematics and pragmatics of research and written by internationally acknowledged specialists in each area the Handbook will be a standard reference work for students and researchers

Media and Society into the 21st Century Lyn Gorman,David McLean,2009-02-17 Media and Society into the 21st Century captures the breathtaking revolutionary sweep of mass media from the late 19th century to the present day Updated and expanded new edition including coverage of recent media developments and the continued impact of technological change Newly reworked chapters on media war international relations and new media A new Web 2 0 section explores the role of blogging social networking user generated content and search media in media landscape

Marketing Communication Richard J. Varey,2002 Providing a fresh and innovative framework for the management of marketing communication processes this textbook shifts the focus from message making to relationship building focusing on a planned integrated marketing communication programme

Persuasion in Society Herbert W. Simons,Joanne Morreale,Bruce E. Gronbeck,2001-05-17 Persuasion in Society provides a comprehensive guide to the understanding practice and analysis of persuasion in society and its psychological dynamics

Contemporary Marketing and Consumer Behavior John F. Sherry,1995-05-02 Scholarly and extensively footnoted the book is meant to be used as a sourcebook for anthropological research The book s primary audience should be marketing and anthropology researchers and graduate students faculty and researchers P G Kishel in Choice As a business person responsible for the development of advertising strategies and advertising campaigns I was impressed with the contributors willingness and desire to apply anthropological principles to real world problems John Sherry Jr s comment sums it up nicely Anthropology is a practical discipline anchoring the blue sky thinking it encourages firmly to the local ground it inhabits We need to encourage blue sky thinking so we don t repeatedly get the same answers to our inquiries Anthropologists can help us with these issues This book gives me enormous hope that applied anthropology will help restore the tremendous value that can be gained through qualitative research techniques Today in marketing and

advertising focus groups are grossly overused misused and underanalyzed I was encouraged and excited about the authors discussions of good ethnographies and focus groups that for example instead of simply asking respondents whether or not EMF causes cancer a far more creative and insightful exercise was performed with consumers and then was intensely analyzed by anthropologists All too often today qualitative research is carelessly and quickly administered and the analysis consists of a 30 minute debriefing at the end of the last focus group In the last few years the need for cross cultural consumer understanding has grown rapidly This phenomenon makes it imperative that not only must we fully understand the meanings of brands and products to our domestic consumers but we must know which meanings are transportable to consumers in other cultures John Sherry Jr s book suggests that anthropologists could and should have a major role in cross cultural consumer understanding Patricia A Cafferata President and Chief Executive Officer Young anthropologists as consumer researchers have been a powerful underground force for the past 15 years of innovative marketing Major companies as well as government and private institutions have looked to anthropologists to help when other research has failed John Sherry Jr has collected outstanding anthropological practitioners in this volume and they have written cutting edge chapters on product symbolism consumer culture advertising efficacy and international marketing The power of this collection lies in the fresh insights to each of these themes and the ability to reframe old problems to re-perceive what it means to live the life of a consumer as we approach the next century Steve Barnett Managing Director Global Business Network Containing original articles and empirical substance Contemporary Marketing and Consumer Behavior responds to a growing demand for scholarship more tuned to the empirical and practical realities of consumer culture Written by leading anthropologists who specialize in marketing and consumer research it is intended as a sourcebook for readers interested in consumption and its managerial consequences The topics and their treatments run a gamut of concerns including elements of the marketing mix such as goods and services advertising and promotion relationship management managerial intervention and development class and gender linked consumer behaviors and the production of consumption Anthropological perspectives and methods employed by the authors range from materialistic to semiotic and both qualitative and quantitative methods are employed Contributors range across time space and topics in pursuit of understanding The result is a multifaceted perspective of marketing and consumer behavior Also the remarks of eminent senior Fellows of the Association for Consumer Research who have drawn upon anthropology to make their own seminal contributions to a number of disciplines punctuate this exceptional volume A remarkable and extraordinary text Contemporary Marketing and Consumer Behavior is ideal for scholars students and professionals in marketing cultural studies gender studies psychology sociology anthropology and communication

Gender and the Media Rosalind Gill, 2015-10-02 Written in a clear and accessible style with lots of examples from Anglo American media Gender and the Media offers a critical introduction to the study of gender in the media and an up to date assessment of the key issues and debates Eschewing a straightforwardly positive or negative

assessment the book explores the contradictory character of contemporary gender representations where confident expressions of girl power sit alongside reports of epidemic levels of anorexia among young women moral panics about the impact on men of idealized representations of the six pack but near silence about the pervasive re sexualization of women's bodies along with a growing use of irony and playfulness that render critique extremely difficult The book looks in depth at five areas of media talk shows magazines news advertising and contemporary screen and paperback romances to examine how representations of women and men are changing in the twenty first century partly in response to feminist queer and anti racist critique Gender and the Media is also concerned with the theoretical tools available for analysing representations A range of approaches from semiotics to postcolonial theory are discussed and Gill asks how useful notions such as objectification backlash and positive images are for making sense of gender in today's Western media Finally Gender and the Media also raises questions about cultural politics namely what forms of critique and intervention are effective at a moment when ironic quotation marks seem to protect much media content from criticism and when much media content from Sex and the City to revenge adverts can be labelled postfeminist This is a book that will be of particular interest to students and scholars in gender and media studies as well as those in sociology and cultural studies more generally

Korean Language in Culture and Society Ho-min Sohn, 2005-12-31 Intended as a companion to the popular KLEAR Textbooks in Korean Language series and designed and edited by a leading Korean linguist this is the first volume of its kind to treat specifically the critical role of language in Korean culture and society An introductory chapter provides the framework of the volume defining language culture and society and their interrelatedness and presenting an overview of the Korean language vis vis its culture and society from evolutionary and dynamic perspectives Early on contributors examine the invention and use of the Korean alphabet South Korea's standard language vs North Korea's cultured language and Korean in contact with Chinese and Japanese Several topics representative of Korean socio cultural vocabulary sound symbolic words proverbs calendar related terms kinship terms slang expressions are discussed followed by a consideration of Korean honorifics and other related issues Two chapters on Korean media one on advertisements and the other a comparative analysis of television ads in Korea Japan and the U S follow Finally contributors look at salient features of the language narrative structure and dialectal variation All chapters are accompanied by a set of student questions and a useful bibliography A beginning level of proficiency in Korean is sufficient to digest the Korean examples with facility making this volume accessible to a wide range of students Contributors Andrew S Byon Sungdai Cho Young A Cho Young mee Y Cho Miho Choo Shin Ja J Hwang Ross King Haejin Elizabeth Koh Jeyseon Lee Douglas Ling Duk Soo Park Yong Yae Park S Robert Ramsey Carol Schulz Ho min Sohn Susan Strauss Hye Sook Wang Jaehoon Yeon

Reading Graphic Design History David Raizman, 2020-12-10 Reading Graphic Design History uses a series of key artifacts from the history of print culture in light of their specific historical contexts It encourages the reader to look carefully and critically at print advertising illustration posters magazine art

direction and typography often addressing issues of class race and gender David Raizman's innovative approach intentionally challenges the canon of graphic design history and various traditional understandings of graphic design He re-examines icons of graphic design in light of their local contexts avoiding generalisation to explore underlying attitudes about various social issues He encourages new ways of reading graphic design that take into account a broader context for graphic design activity rather than broad views that discourage the understanding of difference and the means by which graphic design communicates cultural values With a foreword by Steven Heller

Environment, Media and Communication Anders Hansen, 2010-03-02 Communication about the environment in and through a broad array of news advertising art and entertainment media is one of the major sources of public and political understanding of definitions issues and problems associated with the environment *Environment Media and Communication* examines the social cultural and political roles of the media as a public arena for images representations definitions and controversy regarding the environment The book starts by discussing and outlining a framework for analyzing media and communication roles in the emergence of the environment and environmental problems as issues for public and political concern It proceeds to examine who and what drives the public agenda on environmental issues addressing questions about how governments scientists experts pressure groups and other stakeholders have sought to use traditional as well as newer media for promoting their definitions of the key issues The media are not merely an open public arena or stage but rather themselves a key gate keeper and influence in the process of communicating about the environment the role of news values organizational arrangements and professional practices are thus examined next Recognizing the importance of wider popular culture narratives to public understanding and communication about the environment and nature the book proceeds with a discussion of the messages and moral tales communicated about the environment science and nature in a range of media including film and advertising media It shows how this wider context provides important clues to understanding the successes and failures of selected environmental issues or campaigns The book finishes with an examination of the key approaches and models used for understanding how the media influence and interact with public opinion and political decision making on environmental issues Offering a comprehensive introduction to theoretical approaches and models for the study of media and communication roles regarding the environment and drawing on empirical research evidence and examples from Europe America Australia and Asia the book will be of interest to students in media communication studies geography environmental studies political science and sociology as well as to environmental professionals and activists

Religion and American Cultures Gary Laderman, Luis León, 2014-12-17 This four volume work provides a detailed multicultural survey of established as well as new American religions and investigates the fascinating interactions between religion and ethnicity gender politics regionalism ethics and popular culture This revised and expanded edition of *Religion and American Cultures Tradition Diversity and Popular Expression* presents more than 140 essays that address contemporary spiritual practice and culture with a historical

perspective The entries cover virtually every religion in modern day America as well as the role of religion in various aspects of U S culture Readers will discover that Americans aren t largely Protestant Catholic or Jewish anymore and that the number of popular religious identities is far greater than many would imagine And although most Americans believe in a higher power the fastest growing identity in the United States is the nones those Americans who elect none when asked about their religious identity thereby demonstrating how many individuals see their spirituality as something not easily defined or categorized The first volume explores America s multicultural communities and their religious practices covering the range of different religions among Anglo Americans and Euro Americans as well as spirituality among Latino African American Native American and Asian American communities The second volume focuses on cultural aspects of religions addressing topics such as film Generation X public sacred spaces sexuality and new religious expressions The new third volume expands the range of topics covered with in depth essays on additional topics such as interfaith families religion in prisons belief in the paranormal and religion after September 11 2001 The fourth volume is devoted to complementary primary source documents

Discourse as Cultural Struggle Shi-xu,2006-11-01 Discourse as Cultural Struggle challenges the cultural imbalance in current research traditions and argues for a culturalist perspective in facilitating better intercultural exchange amidst accelerated processes of globalization It is the first engagement with discourses in non mainstream cultures Covering a wide range of issues in public professional media and intercultural communication the twelve original essays here tackle culturally pressing issues by aligning viewpoints from various geopolitical contexts This is a thought provoking book for scholars and researchers of language and communication studies who seek innovative approaches in their fields of interest Here is a book that takes diversity seriously and lifts it to the level of an epistemic paradigm What we know is culturally constituted and discursively articulated this relativism is converted into an absolutism due to historical power relations and we find ourselves a curious situation in which anything that suggests diversity at fundamental levels of thought becomes a serious theoretical problem This book addresses this absurdity and in the context of globalization the exercise is to be welcomed Jan Blommaert University of London This volume opens up new and innovative perspectives for all interested in discourse analysis cross cultural communication and social change It links and relates approaches which originate more in the West with those stemming from the East Thus a challenging debate is finally made possible which ultimately could and should lead to more collaborative research and even more importantly to better and mutual understanding Ruth Wodak Lancaster University This fine volume enters the large field of Discourse Studies by insisting that cultural knowledge of discourses is essential and thus necessary for our understanding of how discourse shapes human communities and relations among them It is a rich collection of conceptual and case studies a fine addition to our literatures and worthy of our careful study Donal Carbaugh University of Massachusetts at Amherst

Cultural Economy Paul du Gay,Michael Pryke,2002-01-31 Phrases such as corporate culture market culture and the knowledge economy have

now become familiar clarion calls in the world of work They are calls that have echoed through organizations and markets Clearly something is happening to the ways markets and organizations are being represented and intervened in and this signals a need to reassess their very constitution In particular the once clean divide that placed the economy dealt with mainly by economists on one side and culture addressed chiefly by those in anthropology sociology and the other cultural sciences on the other can no longer hold This volume presents the work of an international group of academics from a range of disciplines including sociology media and cultural studies social anthropology and geography all of whom are involved not only in thinking culture into the economy but thinking culture and economy together *Shopping for Meaningful Lives*

Bruce P. Rittenhouse, 2013-03-27 Consumerism is a problem It deforms individual character our sense of obligation to one another and our concern for future generations and the environment Even in the aftermath of the worst economic downturn in seventy years it remains a defining feature of Western cultures But beyond this assessment neither Christian theologians and ethicists nor secular economists and sociologists have understood what drives consumerism or what can be done to counteract it This is the problem that Bruce P Rittenhouse solves in *Shopping for Meaningful Lives* Dr Rittenhouse analyzes economic sociological and psychological evidence to prove that consumers behave differently than the current theories predict Dr Rittenhouse shows that consumerism functions as a religion It provides a means of assurance that an individual life is meaningful Because we need this assurance to live out our everyday lives consumerism takes precedence over whatever other values a person professes unless a person can adopt a different way to secure the meaning of his or her life This interpretation explains how consumers actually behave From the perspective of Christian theology consumerism is a wrong answer to a problem of human existence that should be answered by faith in Christ

Unveiling the Energy of Verbal Artistry: An Emotional Sojourn through **Social Communication In Advertising Persons Products And Images Of Well Bding**

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