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critical approaches

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Routledge

Advertising Critical Approaches

**James F. Hamilton, Robert
Bodle, Ezequiel Korin**



Advertising Critical Approaches:

Advertising Chris Wharton, 2014-12-05 Advertising Critical Approaches explores a broad range of critical theories and perspectives to shed new light on the organisation workings and effects of the advertising industry today Chris Wharton presents the social cultural and economic role of advertising across history with chapters tracking the process of advertising from production to reception Split into three sections covering Foundations Frameworks and Applications the book s chapters explore a range of areas central to an insight into the development of modern advertising including advertising history cultural critical and political economy approaches to advertising texts in advertising the reception of advertising advertising in the home and outdoor advertising consumer culture Case studies explore the diversity in the uses of advertising throughout history from Ostia and the Square of the Corporations in the ancient Roman world to the UK Border Agency s Go Home campaign and contemporary City branding throughout Europe Assessing the impact of the works of key critical thinkers including Marx Morris Lyotard Barthes Saussure Williams and Hall have had on our understanding of consumption and advertising s societal impact Advertising Critical Approaches illuminates and enhances our understanding and engagement with one of the most vital cultural and economic forces in contemporary society

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

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Rhetorical and Critical Approaches to Public Relations II Dr Robert L Heath, Elizabeth L Toth, 2013-11-05 This volume is the first to illustrate the application of rhetorical theory and critical perspectives to explain public relations practices It provides a systematic and coherent statement of the

critical guidelines and philosophical underpinnings of public relations and as such should guide pedagogy and practice It also supplies pedagogic and critical standards with which to meet the needs of an increasingly sophisticated society that tends to reject all of public relations as propaganda With the enormous amount of money spent on product publicity and public policy debates this book gives practitioners a sense of whether their public relations campaigns make a contribution to the organizational bottom line by means of achieving the timeless standards of the art of rhetoric

The Advertising Handbook Sean Brierley,Jonathan Hardy,Iain Macrury,Helen Powell,2018-02-28 The Advertising Handbook provides a critical introduction to advertising and marketing practices today Contributions from leading international scholars and practitioners offer extended coverage of the contemporary shifts and pressures reshaping the marketing communications or advertising and marketing industries and their relationship to the consumer Profiles and case studies illustrate innovation and diversification among advertising marketing and public relations companies Discussion questions aid learning and encourage debate about the activities and influence of advertising today This Fourth Edition explores the growing significance of the influence of Big Data and automation in digital advertising tracking and profiling users across digital communications for targeted and personalised marketing communications the rise of media and advertising integration through sponsored content product placement native advertising and other forms of branded content the dynamic shifts in ad spending and media advertising relationships across legacy media online and social media and the complex profile of consumer behaviour that produces new challenges for brands and branding Fully revised and updated this new edition of The Advertising Handbook is a comprehensive and accessible guide to contemporary advertising and marketing theory and practice designed to meet the requirements interests and terms of reference of the most recent generation of media and advertising students

Critical Approach to the Media in Civic Education Mark Taylor,2002-01-01 This report is based on the findings of the three year project which examined the media s influence on the lives of young people throughout Europe It discusses educational methods for raising the critical awareness of pupils about the power of the media including television programmes and advertising as well as providing practical suggestions for materials and projects The report looks at the background of the project and outlines details of the workshops involving teachers and some international projects involving classes from different European countries

The Legacy of Elise Hall Kurt Bertels,Adrianne Honnold,2024-03-01 The saxophone is a globally popular instrument often closely associated with renowned players such as Charlie Parker John Coltrane or more recently Kenny G Less well known however is the historical presence of women saxophonists in the nineteenth century shortly after the instrument s invention Elise Hall 1853 1924 a prominent wealthy socialite in Boston at the turn of the twentieth century defied social norms by mastering the saxophone an unconventional instrument for a woman of her time Despite her career s profound impact Elise Hall remains relatively obscure in broader music communities Her untiring work as an impresario patron and performer made a significant mark on the history of the instrument Yet these

contributions have been historically undervalued largely due to gender bias This collection of essays written by mainly women saxophonists scholars re evaluates Elise Hall s legacy beyond a discrete history updating the narrative by highlighting the ways in which her identity and the saxophone itself have influenced historical accounts By analyzing the sociocultural factors surrounding this innovative musician through a contemporary lens the contributors challenge previously held narratives shaped by patriarchal structures and collectively affirm her place as one of the pioneers in the history of the saxophone

The Routledge Companion to Critical Marketing Mark Tadajewski,Matthew Higgins,Janice Denegri-Knott,Rohit Varman,2018-09-21 The Routledge Companion to Critical Marketing brings together the latest research in Critical Marketing Studies in one authoritative and convenient volume The world s leading scholars and rising stars collaborate here to provide a survey of this lively subdiscipline In doing so they demonstrate how a critical approach yields an enriched understanding of marketing theory and practice its role in society and its relationship with consumers themselves It is the first attempt to capture the state of Critical Marketing research in many years As such this seminal work is unmissable for scholars and students of marketing and consumer research as well as those exploring sociology media studies anthropology and consumption scholarship more generally

Handbook of Research on Narrative Advertising Yilmaz, Recep,2019-06-28 Narration can be conceptualized as conveying two or more events or an event with a situation that are logically interrelated and take place over time and have a consistent topic The concept includes every storytelling text The advertisement is one of the text types that includes a story and the phenomenon conceptualized as advertising narration has gained new dimensions with the widespread use of digital media The Handbook of Research on Narrative Advertising is an essential reference source that investigates fundamental marketing concepts and addresses the new dimensions of advertising with the universal use of digital media Featuring research on topics such as branding mobile marketing and consumer engagement business professionals copywriters students and practitioners will find this text useful in furthering their research exposure to evolutionary techniques in advertising

Advertising and Consumer Society Nicholas Holm,2023-04-03 This critical introductory text explores the role of advertising in contemporary culture and its connections to larger economic social and political forces Written in an engaging and accessible style and incorporating a wide range of examples from around the world the chapters introduce the key concepts methods and debates needed to analyse and understand advertising From an investigation of advertising s crucial function in media economics and our wider capitalist system to a consideration of the people who both make and watch advertising this insightful text enables students to make sense of advertising s powerful influence as both an economic force and an artistic form assess the various claims of these two perspectives on advertising and understand how they challenge and complicate one another This revised second edition includes a new chapter on branding and promotional culture and substantially updated content on topics like digital and online advertising surveillance and empowerment as well as brand new topics like self branding influencers and using

technology to evade advertising Equipping students with the skills needed to partake in this lively discourse the text is an invaluable resource for studying advertising critically It is essential reading for students of advertising media studies and communication studies

Critical Discourse Analysis of Chinese Advertisement Chong Wang, 2017-07-04 This book reflects the chronological changes in Chinese cultural values social relations economy and politics by critically analyzing the Chinese advertising discourse The work is based on research into the ideological values portrayed in Chinese household appliance advertisements in the 1980s 1990s The analytical framework covers a variety of methods critical discourse analysis chronological analysis visual and verbal analysis and qualitative and quantitative analysis The findings suggest that ideological values consciously or unconsciously manifested by the visual and verbal devices in the Chinese advertisements moved in a pattern from simplicity to diversity from being politically oriented to being economically and profit oriented from conservatism to globalization and westernization in keeping with the progression of the Chinese economic reform The findings further indicate that the ideological values in the Chinese household appliance advertisements are embedded in the advertising language and illustrations Lastly the work reveals the reality of Chinese politics economy and society at a time when China experienced the growth of the market economy and evolution of Chinese mainstream ideologies and demonstrates the impacts of these changes on the ideological meanings in advertisements This book will help readers discover the more profound meanings behind the superficial content of Chinese advertisements

Advertising as Communication Gillian Dyer, 2008-03-07 Advertising is a form of communication that constantly impinges on our daily lives yet we are often unaware of its more subtle form of persuasion or of the extent to which it manipulates our consumer culture This book sets out to examine advertising as a form of communication in contemporary society and also places it in its wider cultural and economic context

Decoding Women's Magazines Ellen McCracken, 1992-10-27 A study of the more than fifty US and International glossy publications for women This analysis focuses on the strategies by which the commercial structure shapes the cultural content the magazines repetitive attempts to secure a consensus about the feminine that is grounded in consumerism and the contradictory semiotic structures at work within and between purchased ads covert ads and editorial features

The Routledge Handbook of Critical Public Relations Jacquie L'Etang, David McKie, Nancy Snow, Jordi Xifra, 2015-08-11 Critical theory has a long history but a relatively recent intersection with public relations This ground breaking collection engages with commonalities and differences in the traditions whilst encouraging plural perspectives in the contemporary public relations field Compiled by a high profile and widely respected team of academics and bringing together other key scholars from this field and beyond this unique international collection marks a major stage in the evolution of critical public relations It will increasingly influence how critical theory informs public relations and communication The collection takes stock of the emergence of critical public relations alongside diverse theoretical traditions critiques and actions methodologies and future implications This makes it an essential reference for public relations

researchers educators and students around a world that is becoming more critical in the face of growing inequality and environmental challenges The volume is also of interest to scholars in advertising branding communication consumer studies cultural studies marketing media studies political communication and sociology *Critical Approaches to Fiction* Shiv Kumar,Keith F. McKean,2003 Critical Approaches To Fiction Is Designed To Offer The Post Graduate Student And The General Reader A Comprehensive Cross Section Of Some Of The Best Critical Material Available On The Theory And Practice Of Fiction Within The Compass Of This Volume The Authors Have Included Representative Essays By Such Eminent Critics And Writers As Saul Bellow Eudora Welty Mark Schorer Philip Rahv And Wayne C Booth This Book Covers Every Significant Aspect Of Fiction Plot Character Language Theme Setting And The Diverse Modes Of Presentation It Is Earnestly Hoped That This Book Would Be Found Eminently Useful Both By Teachers And Students Of Indian Universities The Political Spot: A Critical Analysis of Television Advertising in Politics Pasquale De Marco,2025-05-20 In a world where political rhetoric is often divisive and misleading it is more important than ever for citizens to be able to critically evaluate the information they are presented with This book provides readers with the tools they need to do just that With a focus on television advertising this book examines the history types and impact of political ads It also considers the ethical and regulatory issues surrounding political advertising The book is written in a clear and engaging style making it accessible to readers of all backgrounds One of the most important questions about political advertising is whether or not it has a negative impact on democracy This book provides a balanced overview of the arguments on both sides of this issue It also offers readers a framework for evaluating the credibility of political ads and making informed decisions about the candidates and the issues Another important question about political advertising is whether or not it is fair This book examines the role of money in political advertising and the impact of Super PACs on elections It also discusses the issue of negative and attack ads and the impact they have on voters This book is a valuable resource for anyone who wants to be an informed and engaged citizen in a democracy It is also an essential read for students of political science communication and public policy In this book you will learn The history of political advertising on television The different types of political ads The impact of political advertising on voters and elections The ethical and regulatory issues surrounding political advertising How to critically evaluate political ads How to make informed decisions about the candidates and the issues This book is a must read for anyone who wants to understand the role of political advertising in American democracy If you like this book write a review on google books

Ethnic Journalism in the Global South Anna Gladkova,Sadia Jamil,2021-08-12 This book focuses on ethnic journalism in the Global South approaching it from two angles as a professional area and as a social mission The book discusses journalistic practices and ethnic media in the Global South managerial and editorial strategies of ethnic media outlets their content specifics target audience distribution channels main challenges and trends of development in the digital age

Critical Approaches to Superfoods Emma McDonell,Richard Wilk,2020-12-10 Are superfoods just a marketing device

another label meant to attract the eye Or do superfoods tell us a deeper story about how food and health relate in a global marketplace full of anonymous commodities In the past decade superfoods have taken US and European grocery stores by storm Novel commodities like quinoa and moringa along with familiar products such as almonds and raw milk are now called superfoods promising to promote health and increase our energy While consumers may find the magic of superfoods attractive the international development sector now envisions superfoods acting as cures to political and economic problems like poverty and malnutrition *Critical Approaches to Superfoods* examines the politics and culture of superfoods It demonstrates how studying superfoods can reveal shifting concepts of nutritional authority the complexities of intellectual property and bioprospecting the role marketing agencies play in the agro industrial complex and more The multidisciplinary contributors draw their examples from settings as diverse as South India Peru and California to engage with foodstuffs that include quinoa almonds fish meal Rooibos Tea kale and a a *Advertising and Popular Culture* Jib Fowles,1996-01-23 Is it possible that consumers exploit advertising even more so than advertising exploits and influences our culture Author Jib Fowles argues that consumers look to advertising to provide them with images that can assist them in negotiating the personal dilemmas of advanced industrial life *Advertising and Popular Culture* is the first comprehensive text to provide a balanced analysis of advertising and its companion the popular culture conveyed through the mass media Reflecting current theories this thoughtful critique uses excerpts from advertising campaigns to illustrate how modern advertising both draws from and contributes to popular culture Fowles traces the role of advertising in our culture from its evolution as part of the culture of mass consumption in the late 19th century the development of advertising agencies and the creation of a consumer culture to an exploration of the major themes of American advertising *Advertising and Popular Culture* represents a fresh and fully elaborated conceptualization of the services that advertising and popular culture provide This text will be a vital tool in departments and schools of advertising journalism and communication where increasing emphasis is being placed on studying the cultural significance of advertising *Branded Content* Jonathan Hardy,2021-08-26 This is a critical study of the changing relationship between media and marketing communications in the digital age It examines the growth of content funded by brands including brands own media native advertising and the integration of branded content across film television journalism and publishing online mobile and social media This ambitious historical empirical and theoretical study examines industry practices policies and problems advancing a framework for analysis of communications governance Featuring examples from the UK US EU Asia and other regions it illustrates and explains industry practices forms and formats and their relationship with changing market conditions policies and regulation The book provides a wide ranging and incisive guide to contemporary advertising and media practices to different arguments and perspectives on these practices arising in industry policy and academic contexts and to the contribution made by critical scholarship past and present It also offers a critical review of industry regulatory societal and academic literatures Jonathan Hardy examines the erosion of the

principle of separating advertising and media and calls for a new framework for distinguishing marketing communications across 21st century communications With a focus on key issues in industry policy and academic contexts this is essential reading for students of media industries advertising marketing and digital media

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