Hidden Myth Structure Symbolism in Advertising

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Advertising and Anthropology
Timothy de Waal Malefyt 2013-08-01 Examining theory and practice, Advertising and Anthropology is a lively and important contribution to the study of organizational culture, consumer behavior, and advertising. The chapters reflect the authors' extensive lived experience as professionals in the advertising business and marketing research. They are both practitioners and academics. Advertising and anthropology are intertwined.

The chapters reflect the authors' extensive lived experience as professionals in the advertising business and marketing research, as well as examining the role of brand and geography, all of whom are involved not only in thinking `culture' into the economy but thinking `knowledge economy', have now become familiar clarion calls in the world of work. They are calls that have been heard globally and globally.

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examines the cultural, sociological, economic, and philosophical effects of religion on modern society and human behavior. It also explores the impact of gender identity and race within religious-based institutions and organizations. Highlighting a range of topics such as religious traditionalism, spirituality, and comparative religion, this publication is an ideal reference source for theologians, religious officials, managers, government officials, theoreticians, practitioners, researchers, policymakers, advanced-level students, and sociologists.

Sciences of Popular Modernity: H. Habbs 2009-11-23 Integrating the history of Paris with the history of consumption, this book explores the evolution of the urban core districts of consumption and explores elements of consumer culture such as the print media, publishing, retail techniques, tourism, city marketing, fashion, illustrated posters and Montmartre culture in the nineteenth century. The history underlines the role of fashion and flowers in the evolution of the urban and commerce, a dynamic that significantly marked urban commercial modernity that spread new imaginary about consumption. She argues that Parisian consumer culture arose earlier than generally thought, and explores the intense commercialization Paris underwent.

The Dynamics of Advertising Jackie Botterill 2013-12-19 The authors suggest that advertisements, while important in our daily emotional self-management, are far more closely linked to the pragmatics of everyday life than their symbolic richness might suggest. Recent trends in advertisement content point to a new, The EU Expansion Lynda Lee Kaid 2008 The EU Expansion analyzes the communication strategies of candidates and parties in the 2004 European Parliamentary elections. These elections marked the first opportunity for the selection of representatives for the enlarged European Parliament. They also provided an important opportunity to study how candidates and parties strike a balance between communicating the need to preserve the sovereignty and culture of their countries with the increasing realization that Europe can only preserve its significance in the world by forging a unified economic and political federation. Research and analysis from both longstanding EU nations and those entering for the first time are provided. Chapters focus on the background and significance of the elections; the content of the party and candidate communications in representatives countries; news media coverage of the elections; the effects of these communications on voters; and the unique perspectives of how the elections were and perceived around the world.

Making Something of Ourselves Richard M. Morelman 2021-01-08 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 1984.

Advertising Iain MacRury 2008-12-19 Advertising, once seen as 'the official art of capitalist society' is an increasingly commonplace component of a characteristically promotional culture. Iain MacRury's Advertising offers the reader a thorough and vivid treatment, with an interest in the motivations for the contemporary reader. Advertising provides a clear and easy guide to a changing cultural and commercial genre. It explores how advertising can be studied as a cultural industry, and as a sign system, and how the parts of advertising can be considered on approaches from culture theory, criticism, structuralism, post-structuralism, psychoanalysis and ethnography. Written in an accessible and interesting style, Advertising is the ideal introductory book for students of media, communication and journalism.

Advertising and Democracy in the Mass Age Terence H. Quilter 2016-07-27 This book examines the relationships between the social problems of the mass age, developments in late twentieth-century capitalism, the growth of a mass media advertising system, and the operation and assumptions of liberal democracy. Advertising must sell, not only goods and services, but also definitions of life and of status, images, hopes and feelings. In turn, the very universality of advertising, and its acceptance as a mode of communication, have forced the political system into the same mould.

New Dimensions in Marketing/quality-of-life Research J. Joseph Sirgy 1995 Latest research on the marketing and quality-of-life interface for academics and some professionals involved in this new, and developing field of marketing and sales. Health Education and the Media II is a collection of papers that address the issues in utilizing media for promoting health education. The materials in the book are organized according to their respective theme. The first part of the selection presents papers about the theoretical issues of use of the media for health education, such as the application of market segmentation in alcohol and drug education, as well as social context of alcohol consumption and sources of information among high school alcohol abusers. Next, the title covers articles that deal with the practical issues, such as an analysis of media coverage and effective communication strategies with older people. Finally, the authors discuss the areas for future developments, including more constructive use of existing resources and the potential for tabloid newspapers as vehicles for promoting health promotion messages at district level. The book will be of great interest to health professionals, public health government officials, and individuals in the mass media industry.

Understanding Media Semiotics Marcel Danesi 2018-11-15 Media semiotics is a valuable method of providing a hidden conceptual framework for the study of the changing media. This new edition brings Understanding Media Semiotics fully up to date and is written for students of the media, of linguistics and those interested in studying the ever-changing media in more detail. Offering an in-depth guide to help students investigate and understand the media using semantic theory, this book assumes little previous knowledge of semiotics or linguistics, avoiding jargon and explaining the issues step by step. With in-depth case studies, practical accounts and directed further reading, Understanding Media Semiotics provides students with all the tools they need to understand semantic analysis in the context of the media. Semantic analysis is sometimes seen as complicated and difficult to understand. Marcel Danesi shows that on the contrary it can be readily understood and can greatly enrich students' understanding of media texts, from print media right through to the internet and apps.

Analyzing Cultures Marcel Danesi 1999 Designed for classroom use in a number of disciplines, this comprehensive introduction to cultural semiotics is also an easy-to-use reference for those who would like a better understanding of the topic. No other text provides this kind of practical framework for the classroom study of semiotics. Each of the 12 chapters is clearly written and self-contained. A New Dictionary of the Social Sciences G. Thomas 2007-07-25 Dictionaries are essentially tools to meet the needs of beginners in all the social sciences, "A New Dictionary of the Social Sciences" follows its highly distinguished predecessor initially issued as "A Dictionary of Sociology" first published in 1968. Many of the entries have been revised and updated to keep abreast of the proliferation in the vocabulary of the social sciences. The volume remains on excellent single source for definitions in social research. The entries included social psychological terms, terms in social and cultural anthroplogy, terms common to political science, social administration and social work. In the choice of words, a generous definition of social science was employed, making the dictionary a very useful reference source for all beginners in the social sciences. Some terms are explained quite briefly while others are given lengthy treatment, according to the further assumptions that some sociological terms can imply. Thus, long entries are given on words, such as authority, consensus, phenomenology, role, social stratification, structuralism, whereas short and succinct entries suffice for words such as, among others, ideology or moral. A number of short biographical sketches are also included. The contributors are all scholars working in universities, predominantly in the United Kingdom and the United States. More than a glossary, "A New Dictionary of the Social Sciences" helps the student understand some of the theoretical considerations underlying the use of sociological terms, as well as something of their history, and therefore resembles an encyclopaedia in its scope and depth of information. Advertising and Identity in Europe Jacqueline Cans 2000-12-01 As European Business ties develop, how are they reflected in the way companies promote themselves? And as our sense of group identity is broken down by global communications technologies, how do adverts continue to target mass audiences? This is the first analysis of the impact of advertising, in terms of culture and of business, across the national boundaries of Europe. With examples from Siberia to the Iberian Peninsula, chapters explore the different constructions of regional, national, social and sexual identities exploited by advertisers to render their messages effective. They also consider the successes and failures of several Europewide strategic marketing plans, and describe stylistic and persuasive qualities of specific promotional texts.

Screechbook on Rhetoric: James Jainski 2005-07-19 This book is designed to introduce readers to the language of contemporary rhetorical studies. The book format is an alphabetized glossary (with appropriate cross listings) of key terms and concepts in contemporary rhetorical studies. An introductory chapter outlines the definitional ambiguities of the central concept of rhetoric itself. The primary emphasis is on the contemporary tradition of rhetorical studies as it has emerged in the discipline of speech communication. Each entry in the glossary ranges in length from a few paragraphs to a short essay of a few pages. Where appropriate, several examples are provided to further illustrate the definition. Each entry will be accompanied by a list of references and additional readings to direct the reader to other materials of possible interest.

Social Language and Linguistics 2005-11-24 The first edition of ELL (1993, Ron Asher, Editor) was hailed as "the field's standard reference work for a generation." Now the all new second edition matches ELL's comprehensiveness and high quality, expanded for a new generation, while being the first encyclopedia to really exploit the multimedia potential of linguistics. The most authoritative, up-to-date, comprehensive, and international reference source in its field. An entirely new work, with new editors, new authors, new topics and newly commissioned articles with a handful of classic articles * The First Encyclopedia to exploit the multimedia potential of linguistics through the online edition * Ground-breaking and International in scope and approach * Alphabetically arranged with extensive cross-referencing * Available in print and online, priced separately. The online version will include updates as subjects develop ELL II includes: * c. 7,500,000 words * c. 11,000 pages * c. 3,000 articles * c. 1,500 figures: 130 halftones and 150 colour * Supplementary audio, video and text files online * c. 3,500 glossary definitions * c. 39,000 references * Extensive list of commonly used abbreviations * List of languages of the World (including information on no. of speakers, language family, etc.) * Approximately 700 bibliographic entries (now includes contemporary linguists) * 200 language maps in print and online Also available online via ScienceDirect -- featuring extensive browsing, searching, and intertextual cross-referencing between articles in the work, plus dynamic linking to journal articles and abstract databases, making navigation flexible and easy. For more information, pricing options and availability visit www.info.sciencedirect.com. The First Encyclopedia to exploit the multimedia potential of linguistics Ground-breaking in scope - wider than any predecessor An invaluable resource for researchers, academics, students and professionals in the fields of: linguistics, anthropology, education, psychology, language acquisition, language pathology, cognitive science, social administration, the law, the media, medicine & computer science. The most authoritative, up-to-date, comprehensive, and international reference source in its field Readings in Advertising, Society, and Consumer Culture Roxane Heivland 2014-12-18 This collection of current, critical, and interdisciplinary readings 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 approach which suggests how advertising influences 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 freedom of 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.