

Advertising As Communication Studies In Culture And Communication

Sandra Diehl,Ralf Terlutter

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.

Marketing and American Consumer Culture Arthur Asa Berger,2016-12-15 This book offers a cultural studies approach to marketing and advertising and shows readers how scholars from different academic disciplines make sense of marketing's role in American culture and society. It is written in an accessible style and has numerous drawings by the author to give it more visual interest.

Consumer Behavior and Culture Marieke de Mooij,2010-09-29 The Second Edition of this popular text brings up-to-date Marieke de Mooij's important analysis of the impact of culture on consumer behavior worldwide. The author shows how it is increasingly vital for marketing students—tomorrow's marketing professionals—to understand the limits of consistent brand identities and universal advertising campaigns. Consumer behavior is not converging across countries, and therefore it is of even greater importance to understand, and be able to respond to, differences in behavior. This edition offers a new chapter, Chapter 7, on culture, communication, and media behavior that extends the prior edition's discussion on communication theories and advertising styles to cover differences in media usage worldwide, particularly the use of the Internet.

Consumer Behavior and Culture Marieke K. de Mooij,2004 De Mooij argues that differences in consumer behaviour across countries are not decreasing, but increasing. This book provides empirical evidence that the need to understand culture to explain differences in consumer behaviour is greater than ever.

Promotional Cultures Aeron Davis,2013-07-10 The Rise and Spread of Advertising, Public Relations, Marketing and Branding.

Global Advertising in a Global Culture Thomas H. P. Gould,2015-12-16 Globalization stems from many sources, but as Thomas Gould makes clear, advertising is a primary driver of trans-global cultural change. Gould argues that advertising

often carries unfiltered and unblocked cultural messages in addition to commercial speech; as such, it not only builds consumer demand to open new markets but also changes consumer expectations and values. At the same time, the evolution of increasingly targeted mobile and social marketing is transforming local and regional cultures into a new mix of global branding and individualized micro-space. Gould examines how advertising professionals negotiate these rocky and quickly-changing cultural terrains. He also explores how advertising—an increasingly global form of communication—is becoming a platform for change at the individual level, and as a direct consequence, at the social and political levels.

The Routledge Companion to Advertising and Promotional Culture Emily West, Matthew P. McAllister, 2013-02-11 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.

International Advertising and Communication Sandra Diehl, Ralf Terlutter, 2006-09-19 The book presents a wide selection of studies and works in the area of international communication including seven main areas: Advertising and Communication Effects; Advertising and Information Processing; Communication and Branding; Emotional, Social and Individual Aspects of Communication; Communication and New Media; International Advertising and, finally, Perspectives on the Future of International Advertising

Intercultural Communication, Globalisation and Advertising: The influence of culture in global advertising campaigns Sebastian Plappert, 2010-07-19 Essay from the year 2007 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: Distinction, Macquarie University, course: ICOM 821 Intercultural

Communication, language: English, abstract: This paper argues that advertising standardisation is only possible when cultures overlap. For this reason, the term of culture has to be captured and defined, before globalisation and its effect on advertising is considered. Then, the paper will investigate how advertising communicates across cultures and point out chances and flaws of Hall's and especially Hofstede's approach. By reviewing localised and standardised advertising, finally, a hybrid advertising strategy will be suggested.

Advertising and Promotional Culture P David Marshall, Joanne Morreale, 2017-12-21 This key textbook traces the development of advertising from the mid-nineteenth century to the present, providing connections with the past that illuminate present developments and point to future possibilities. Chapters take a variety of theoretical approaches to address four main themes: how advertising imagines the future through the promise of transformation; how tribalism creates a sense of collective identity organised around a product; how advertising builds engagement through participation/presumption; how the blurring of advertising, news, art, education and entertainment characterises the attention economy. P. David Marshall and Joanne Morreale expertly trace these themes back to the origins of consumer culture and demonstrate that, while they have adapted to accord with new technologies, they remain the central foci of advertising today. Ideal for researchers of Media Studies, Communication, Cultural Studies or Advertising at all levels, this is the essential guide to understanding the contemporary milieu and future directions for the advertising industry.

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.

Dictionary of Advertising and Marketing Concepts Arthur Asa Berger, 2013-08-31 From AdBusters to viral marketing, this brief dictionary of ideas and concepts contains over 100 extended, illuminating entries to bring the novice up to speed on the advertising/marketing world and the ideas that underlie it. For the neophyte professional, it describes the various players and strategies of the industry. For the student, it summarizes the key ideas of the most important cultural theorists introduced in advertising and marketing courses. For everyone, it helps explain the cultural, economic, and psychological role that advertising concepts play in society. A handy introduction for students and a quick reference for young professionals.

Innovation in Advertising and Branding Communication Lluís Mas-Manchón, 2020-10-07 This book addresses innovative and new aspects of branding and advertising communication, by drawing on a broad, interdisciplinary range of theories, methods and techniques- from body image, identity and mental imagery, to self-exposure and LCM4P - intersecting

with branding and advertising constructs and practices. The editor combines the perspectives of an international group of scholars to establish new theoretical frameworks and proposes new methodological designs to conduct comprehensive studies in the field. Situated at the intersection between society, communication and psychology, each chapter presents an innovative approach to branding and advertising research. The book explores topics such as social robots, body image in video advertising, brand personality, transmedia personal brands, erotic content in commercial images, and brand fandom communities. *Innovation in Advertising and Branding Communication* will be a valuable resource for scholars working in the fields of marketing communication, branding and advertising, online communication, sociology, social psychology and linguistics

Global Marketing and Advertising Marieke de Mooij, 2021-09-22 Packed with cultural, company, and country examples, this book offers a mix of theory and practical applications covering globalization, global branding strategies, classification models of culture, and the consequences of culture for all aspects of marketing communications. The author helps define cross cultural segments to better target consumers across cultures and features content on how culture affects strategic issues, such as the company's mission statement, brand positioning strategy, and marketing communications strategy. It also demonstrates the centrality of value paradoxes to cross cultural marketing communications, and uses the Hofstede model or other cultural models to help readers see why strategies based on cultural relationships in one country cannot be extended to other countries without adjustments. Updates to the new edition include: Up-to-date research on new topics, including: culture and the media, culture and the Internet, and a more profound comparison of the different cultural models. Includes discussion of how Covid-19 has impacted globalization. More examples from major regions and countries from around the world. Broader background theory on how people use social media and extensive coverage of consumer behavior A range of online instructor resources complement the book, including downloadable advertising images from the book, chapter-specific questions and key points, and video examples of advertising from around the world.

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.

Advertising and Consumer Culture in China Hongmei Li, 2016-09-06 This book provides a comprehensive analysis of Chinese advertising as an industry, a discourse and profession in China's search for modernity and cultural globalization. It compares and contrasts the advertising practices of Chinese advertising agencies and foreign advertising agencies, and Chinese brands and foreign brands, with a particular focus on the newest digital advertising practices in the post WTO era. Based on extensive interviews, participant observation, and a critical analysis of secondary data, Li offers an engaging analysis of the transformation of Chinese advertising in the past three decades in Post-Mao China. Drawing upon theories of

political economy, media, and cultural studies, her analysis offers most significant insights in advertising and consumer culture as well as the economic, social, political, and cultural transformations in China. The book is essential for students and scholars of communication, media, cultural studies and international business, and all those interested in cultural globalization and China.

Media, Communication, Culture James Lull, 2013-05-02 *Media, Communication, Culture* offers a bold and comprehensive analysis of developments in the field amidst the effects of postmodernism and globalization. James Lull, one of the leading scholars in the discipline, draws from a wide range of social and cultural theory, including the work of John B. Thompson, Thomas Sowell, Nestor Garcia Canclini, Anthony Giddens and Samuel P. Huntington, to formulate a well balanced and highly original account of key contemporary developments worldwide. The first edition of *Media, Communication, Culture* became a well established introductory text. For this new edition coverage has been expanded from six to ten chapters, and has been thoroughly updated to include all new developments in the field. In his familiar and accessible style, Lull brings to life a diverse range of examples and mini case studies which will prove invaluable to the reader. These range from the hip-hop hybrids of New Zealand's Maori youth and the vastly divergent meaning of race and culture in Brazil and the United States to the global impact of McDonalds and Microsoft. Complex theoretical ideas such as globalization, symbolic power, popular culture, ideology, consciousness, hegemony, social rules, media audience, cultural territory, and superculture are explained in a clear and engaging way that challenges traditional understandings. By connecting major streams of theory to the latest trends in the global cultural mix, the book provides a fresh and unsurpassed introduction to media, communication and cultural studies. It will prove essential reading for undergraduates and above in the fields of media studies, communication studies, cultural studies and the sociology of culture.

Advertising and Culture Mary Cross, 1996-07-11 This unique collection of essays explores postmodern American culture and the shaping influence of advertising. Using contemporary theory, the authors present a wide variety of perspectives on advertising's methods, language, and cultural effects. Topics include the myths and promises of advertising, the selling of racial and gender stereotypes, the construction of corporate images, the postmodern discourse of advertising, its literary techniques, and its persuasive strategies. This scholarly approach to advertising will be of interest to students and scholars in the fields of communication, cultural studies, and popular culture.

Advertising in Asia Katherine Toland Frith, 1996 The growth of advertising in Asia has been an important ingredient in the emergence of free-market economies there. *Advertising in Asia* offers an in-depth analysis of how advertising operates in some of the more developed countries and colonies in this region. Written by practitioners and scholars from throughout the region, *Advertising in Asia* examines current issues such as political structure, national development policies, social and cultural underpinnings, press policies and advertising regulations. *Advertising in Asia* is recommended for marketers,

educators, journalists, students and government officials interested in the dynamics of economic growth and marketing communications in this region.

Introduction to Communication Studies John Fiske, 2002-09-11 The second edition of this widely used introductory textbook updates the work to take accounts of developments in the last few years. John Fiske's study equips the reader with a range of methods of analysing examples of communication in our society, together with a critical awareness of the theories underpinning them. The reader will be able to tease out the latent cultural meanings in such apparently simple communications as news photos or popular TV programmes.

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