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THE ART OF GLOBAL ADVERTISING

CREATIVE CAMPAIGNS THAT RESONATE ACROSS CULTURES

Advertising Cultures

Sean Nixon



Advertising Cultures:

Advertising Cultures Sean Nixon, 2003-04 Table of contents **Advertising Cultures** Timothy de Waal Malefyt, Brian Moeran, 2020-05-11 Through its artful engagement with consumers advertising subtly shapes our everyday worlds It plays upon powerful emotions envy fear lust and ambition But the industry itself is far more subtle and complex than many people might assume Through an innovative mix of business strategy and cultural theory this pioneering book provides a behind the scenes analysis of the link between advertising and larger cultural forces as well as a rare look into the workings of agencies themselves How do advertisements endeavour to capture real life How do advertising agencies think of their audience the consumer and their corporate client What issues do agencies have to consider when using an advertisement in a range of different countries What specific methods are used to persuade us not only to buy but to remain loyal to a product How do advertisers fan consumer desire An incisive understanding of human behaviour is at the core of all these questions and is what unites advertisers and anthropologists in their work While this link may come as a surprise to those who consider the former to be firmly rooted in commerce and the latter in culture this book clearly shows that these two fields share a remarkable number of convergences From constructing a Japaneseness that appeals to two very different Western audiences to tracking advertising changes in the post World War II period to considering how people can be influenced by language and symbols Advertising Cultures is an indispensable guide to the production of images and to consumer behaviour for practitioners and students alike

Advertising Cultures Sean Nixon, 2003-02-25 Nixon's study is a major contribution to the cultural sociology of the new service sector professionals and their gendered identities Its importance lies in its skilful synthesis of detailed ethnographic research and social theory This is a genuinely innovative book which reopens cultural debate about advertising and society Frank Mort Professor of Cultural History University of East London Advertising Cultures is a lucid thorough and highly engaging account of advertising creatives that unlocks two crucial issues for understanding the culture industries creativity and gender It marks a major new contribution to the cultural study of economic life Don Slater London School of Economics The economic and cultural role of the creative industries has gained a new prominence and centrality in recent years This new salience is explored here through the most emblematic creative industry advertising Advertising Cultures also marks a significant contribution to the study of gender and of commercial cultures through its detailing of the way gender is written into the creative cultures of advertising and into the subjective identities of its key practitioners

Advertising Cultures Timothy de Waal Malefyt, Brian Moeran, 2020-05-11 Through its artful engagement with consumers advertising subtly shapes our everyday worlds It plays upon powerful emotions envy fear lust and ambition But the industry itself is far more subtle and complex than many people might assume Through an innovative mix of business strategy and cultural theory this pioneering book provides a behind the scenes analysis of the link between advertising and larger cultural forces as well as a rare look into the workings of agencies themselves How do

advertisements endeavour to capture real life How do advertising agencies think of their audience the consumer and their corporate client What issues do agencies have to consider when using an advertisement in a range of different countries What specific methods are used to persuade us not only to buy but to remain loyal to a product How do advertisers fan consumer desire An incisive understanding of human behaviour is at the core of all these questions and is what unites advertisers and anthropologists in their work While this link may come as a surprise to those who consider the former to be firmly rooted in commerce and the latter in culture this book clearly shows that these two fields share a remarkable number of convergences From constructing a Japaneseness that appeals to two very different Western audiences to tracking advertising changes in the post World War II period to considering how people can be influenced by language and symbols Advertising Cultures is an indispensable guide to the production of images and to consumer behaviour for practitioners and students alike

Sport, Culture and Advertising Steven J. Jackson, David L. Andrews, 2004-11-10 Sport has a close relationship with advertising both where advertisers sponsor sports as well as where sport and fitness lends its perceived positive imagery to a wide range of consumer goods Sport Culture Advertising explores the themes of *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

Sport, Advertising and Global Promotional Culture Steven J. Jackson, David L. Andrews, 2025-02-07 This book explores the intersection of contemporary sport advertising promotional culture and wider society Arguing that advertising and promotional culture remain key driving forces in relation

to social structures and systems that contribute to enduring patterns of economic and other forms of inequality this book examines how sport and related areas of social life continue to be transformed by these forces Presenting in depth international case studies covering topics such as Nike's sign economies the sports gambling media complex sportswashing greenwashing radical politics in sport advertising sport and corporate nationalism and girls empowerment and transgender exclusion in sports this book sheds critical new light on some of the most important themes in the study of global consumer culture in the emerging era of surveillance capitalism Overall this book examines sport advertising through the lens of the circuit of cultural commodification including production representation consumption and regulation in order to provide insights into the formation complexities and contradictions of social identities commodities and brands This is fascinating reading for anybody with an interest in the sociology culture and politics of sport or cultural studies media studies and the wider politics and social significance of late stage capitalism

Decoding Ad Culture Harisur Rahman, 2024-09-18 *Decoding Ad Culture* Television Commercials and Broadcast Regulations in Bangladesh critically examines the pervasive influence of Western multinational companies in South Asia focusing on Bangladesh Harisur Rahman argues that these corporations exploit cultural differences to execute deceptive advertising in developing countries a practice curtailed in more regulated developed nations This book reveals a symbiotic relationship between local and multinational companies media production houses and television channels which Rahman posits facilitates this exploitation Adopting a qualitative methodology this study delves into social backgrounds cultural capital and consumption habits in Bangladesh and utilizes multimodal critical discourse analysis and rhetorical analysis to evaluate television commercials TVCs These analyses reveal the propagation of racism sexism classism and patriarchal values through this form along with a disregard for ethical standards and social responsibilities Highlighting the disillusionment among Bangladeshi audiences towards advertisers unmet promises Rahman contrasts TVC regulations in developing and developed countries The book concludes with policy recommendations to foster ethical advertising practices against mindless propaganda in Bangladesh underscoring the need for equity equality and inclusivity in advertising standards

Ads, Fads, and Consumer Culture Arthur Asa Berger, 2020-08-12 The sixth edition of this approachable text draws on both academic and applied perspectives to offer a lively critique of contemporary advertising's effects on American character and culture Berger explains how advertising works by employing a psycho cultural approach encouraging readers to think about advertisements and commercials in more analytical and profound ways The sixth edition features updated statistics two new chapters and new discussions of the role of brands social media non binary perspectives on gender advertising and the 2020 election the problem of self alienation and how all these elements relate to consumption Berger also considers the Values and Lifestyle VALS and Claritas typologies in marketing Distinctive chapters examine the 1984 Macintosh commercial a Fidji perfume advertisement and a moisturizer advertisement from semiotic psychoanalytic sociological Marxist mythic and feminist perspectives *Ads Fads and Consumer Culture* provides an

accessible overview of advertising in the United States spanning issues as diverse as sexuality politics market research consumer culture and more and helps readers understand the role that advertising has played and continues to play in all our lives Advertising Liz McFall,2004-02-18 Advertising is often used to illustrate popular and academic debates about cultural and economic life This book reviews cultural and sociological approaches to advertising and using historical evidence demonstrates that a rethink of the analysis of advertising is long overdue Liz McFall surveys dominant and problematic tendencies within the current discourse This book offers a thorough review of the literature and also introduces fresh empirical evidence Advertising A Cultural Economy uses a historical study of advertising to regain a sense of how it has been patterned not by the epoch but by the interaction of institutional organisational and technological forces **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 means to explore and evaluate this transition with an introduction to advertising for the contemporary reader Advertising provides a clear and easy guide to a **Consumer Culture** Roberta Sassatelli,2007-04-30 A thorough and wide ranging synthetic account of social scientific research on consumption which will set the standard for the second generation of textbooks on cultures of consumption Alan Warde University of Manchester The multi disciplinary nature of the book provides new and revealing insights and Sassatelli conveys brilliantly the heterogeneity and ambivalent nature of consumer identities consumer practices and consumer cultures Newcomers to consumer culture will find this an invaluable primer and introduction to the major concepts and ideas while those familiar with the field will find Sassatelli s sharp analysis and discussion both refreshing and inspiring James Skinner Journal of Sociology This is a model of what a text book ought to be Over the past decade the original debates about consumption have been overlaid by a vast amount of detailed research and it seems unimaginable that a single text could do justice to all of these To do so would involve as much a commitment to depth as to breadth I was quite astonished at how well Sassatelli succeeds in balancing the two Ultimately it s the book that I would trust to help people digest what we now have discovered about consumption and start from a much more mature and reflective foundation to consider what more we might yet do Daniel Miller Material World Showing the cultural and institutional processes that have brought the notion of the consumer to life this book guides the reader on a comprehensive journey through the history of how we have come to understand ourselves as consumers in a consumer society and reveals the profound ambiguities and ambivalences inherent within While rooted in sociology Sassatelli draws on the traditions of history anthropology geography and economics to provide a history of the rise of consumer culture around the world a richly illustrated analysis of theory from neo classical economics to critical theory to theories of practice and ritual de commoditization a compelling discussion of the politics underlying our consumption practices An exemplary introduction to the history and theory of consumer culture this book provides nuanced answers to some of the most central questions of our time Explorations in Consumer Culture Theory

John F. Sherry, Eileen Fischer, 2008-11-24 The literature of marketplace behaviour long dominated by economic and psychological discourse has matured in the last decade to reveal the vast expanse of consumption activity not adequately addressed in either theoretical or empirical perspective by the discipline's favoured approaches. The lived experience of consumption in cultural and historical context rendered in a fashion that is both intellectually insightful and authentically evocative and that recognizes the dynamics of accommodation and resistance that characterize the individual's relationship with the market is the central interpretive thrust of an emerging interdisciplinary field inquiry broadly labelled consumer culture theory. In this volume some of the leading scholars of this field explore in great empirical detail and theoretical depth the relationships that the consumer has developed both with goods and services and with the stakeholders that animate markets. Beginning with an examination of the underpinnings of cultural inquiry the focus then shifts to specific consumption venues. Analyses of advertising in personal critical and historical perspective examination of lifestyle trends from dwelling practices of transnational nomads and regimes of personal training to genetic testing and gambling interpretations of the dynamics of brand loyalty and corporate image management and investigation of family consumption rituals are among the topics explored in ethnographic and humanistic perspective.

Cross-Cultural Marketing Dawn Burton, 2008-11-21 This

groundbreaking new book offers a sophisticated approach to the challenges of developing marketing theories and practices that take into account the need for cross cultural marketing in multi cultural societies.

The Cultural Intermediaries

Reader Jennifer Smith Maguire, Julian Matthews, 2014-07-14 A rich selection of readings that expose the shadowy underworld of critics bloggers tweeters and stylists who have become essential guides to the good life of cultural consumption a long overdue examination of how cultural intermediaries work and how their work supports the new capitalist economy Sharon Zukin Brooklyn College and City University An array of talented contributors skilfully brought together by the editors show how the concept of cultural intermediaries can cast light on cultural production and on media culture and society David Hesmondhalgh University of Leeds Cultural intermediaries are the taste makers defining what counts as good taste and cool culture in today's marketplace. Working at the intersection of culture and economy they perform critical operations in the production and promotion of consumption constructing legitimacy and adding value through the qualification of goods. Too often these are processes that remain invisible to the consumer's eye and in scholarly debates about creative industries. The Cultural Intermediaries Reader offers the first comprehensive introduction to this exciting field of research providing the conceptual and practical tools needed to analyse these market actors. The book surveys the theoretical terrain through accessible in depth primers to key approaches Pierre Bourdieu Michel Callon and the new economic sociology. Equips readers with a practical guide to methodology that highlights the central features and challenges of conducting cultural intermediary research. Challenges stereotypes and narrow views of cultural work through a diverse range of case studies including creative directors of advertising and branding campaigns music critics lifestyle chefs

assistants in book shops and fashion outlets personal trainers bartenders and more Brings the field to life through a wealth of ethnographic data from research in the US UK and around the world in original chapters written by some of the leading scholars in the field Invites readers to engage with proposed new directions for research and comparative analyses of cultural intermediaries historical development material practices and cultural and economic impacts The book will be an essential point of reference for scholars and students in sociology critical management cultural studies and media studies with an interest in cultural economy creative labour and the past present and future intersections between production and consumption

Advertising, the Media and Globalisation John Sinclair, 2012-05-31 This book offers a critical empirically grounded and contemporary account of how advertisers and agencies are dealing with a volatile mediascape throughout the world taking a region by region approach It provides a clear systematic and synoptic analysis of the dynamic relationship between media advertisers and agencies in the age of globalization and in an era of transition from mass to social media Advertising attracts much public criticism for the commercialization of culture and its apparent impact on social and personal life This book outlines and assesses the issues involved with regard to how they are manifested in different national regional and global contexts Topics covered include advertising as an object of study global trends in the advertising industry advertising and the media in motion current issues in advertising media and society advertising globalization and world regions While maintaining a contemporary focus the book explains developments over recent decades as background to the globalisation of what it calls the manufacturing marketing media complex

Marketing Technologies Elena Simakova, 2013 Global corporations initiate join and maintain socio technological change and hence alter the ways in which we organize our lives Demanding significant investment of resources and time the development and implementation of new technologies on different levels must take into consideration these subtle processes As such it is particularly important that we have a greater insight into the practices of hi tech corporations in view of the often inflated promises of and concerns about the destiny of technological breakthroughs especially those promising sizeable economic outcomes and societal transformation Elena Simakova undertook a lengthy ethnographic study working alongside marketing managers in a global IT corporation in their Europe Middle East and Africa EMEA headquarters in the UK Using the experience gained through a close participation in their everyday corporate rituals and routines her account challenges common perceptions of how corporations make the world think and act with regard to technologies in particular ways The book contains an interesting case study on the launch of a radio frequency identification RFID based solution Unravelling the construction of expectations inclusions and exclusions around emerging technologies this reflexive account also tackles uneasy practical and methodological questions pertinent to corporate ethnography This book is an essential read for scholars in science and technology studies economic sociology anthropology as well as management and organizational studies and research policy

Markets and the Arts of

Attachment Franck Cochoy, Joe Deville, Liz McFall, 2017-05-18 The collection explores how sentiment and relations are

organised in consumer markets Social studies of economies and markets have much more to offer than simply adding some context culture or soul to the analysis of economic practices As this collection showcases studying markets socially reveals how attachments between people and products are engineered and can explain how and why they fail The contributors explore the tools and techniques used to work with sentiment aesthetics and relationships through strategies including social media marketing consumer research algorithmic profiling personal selling and call centre and relationship management The arts of attachment as the various contributions demonstrate play a crucial but often misunderstood role in the technical and organisational functioning of markets **The Ashgate Research Companion to Fan Cultures** Linda Duits,Koos

Zwaan,Stijn Reijnders,2016-04-22 Fans constitute a very special kind of audience They have been marginalized ridiculed and stigmatized yet at the same time they seem to represent the vanguard of new relationships with and within the media Participatory culture has become the new normative standard Concepts derived from early fan studies such as transmedial storytelling and co creation are now the standard fare of journalism and marketing text books alike Indeed usage of the word fan has become ubiquitous The Ashgate Research Companion to Fan Cultures problematizes this exaltation of fans and offers a comprehensive examination of the current state of the field Bringing together the latest international research it explores the conceptualization of the fan and the significance of relationships between fans and producers with particular attention to the intersection between online spaces and offline places The twenty two chapters of this volume elucidate the key themes of the fan studies vernacular As the contributing authors draw from recent empirical work around the globe the book provides fresh insights and innovative angles on the latest developments within fan cultures both online and offline Because the volume is specifically set up as companion for researchers the chapters include recommendations for the further study of fan cultures As such it represents an essential reference volume for researchers and scholars in the fields of cultural and media studies communication cultural geography and the sociology of culture **News as Culture** Ursula Rao,2010 More than just a fascinating description of newsmaking and practice in an Indian city this book has implications for theories of news and communication that make it a timely and significant contribution to the literature on journalism and newsmaking in the changing global environment Mark Peterson Miami University

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