



Advertising and Consumer Society

A Critical Introduction

1st edition

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Macmillan International Higher Education

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This critical introductory text explores the role of advertising in contemporary culture and its connections to larger economic, social and political forces. 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. 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. 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.

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FEATURES

- Students are asked to critically analyse new developments in advertising such as the rise of digital and algorithmic forms of advertising
- Includes broader industrial definitions of promotion that expand beyond traditional advertising
- Addresses key debates surrounding advertising and the increasing pervasiveness of advertising in the 21st century, including questions of consumerism, commodities, ideology, aesthetics and creativity
- Provides an introduction to the critical and humanistic study of advertising along with broader theoretical paradigms