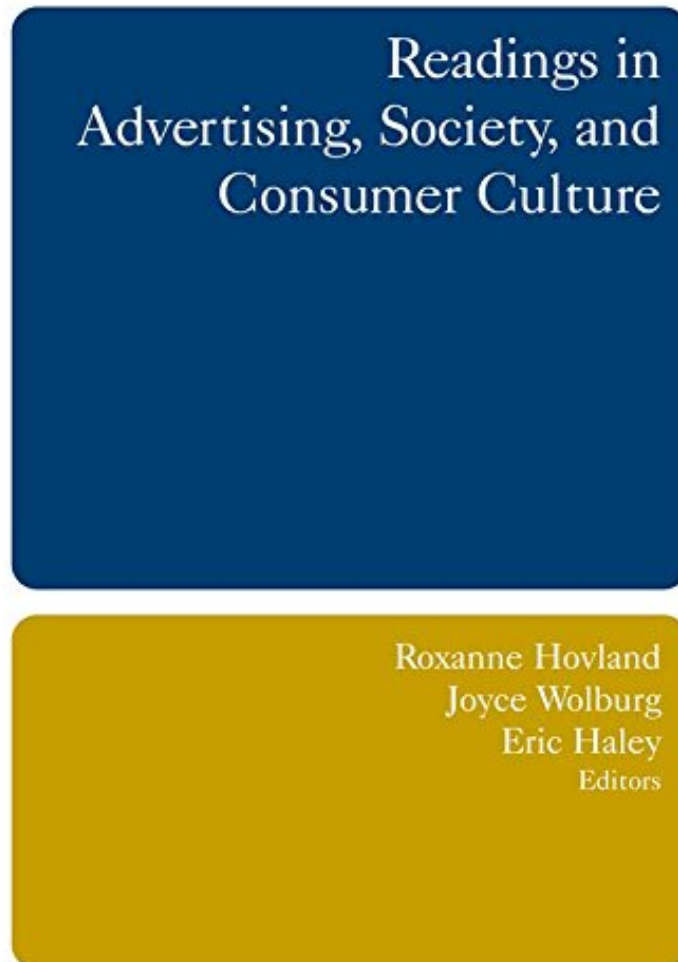


Readings in Advertising, Society, and Consumer Culture

Roxanne Hovland, Joyce M. Wolburg, Eric E. Haley
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0 of 0 people found the following review helpful. This is a nice collection of critical articlesBy Erica Leigh DurianThis is a nice collection of critical articles. I am planning to use some for my Comp I students to read as background information to help them write an analysis of ads from different time periods.

This collection of classic and contemporary articles provides context 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 and historical perspective to provide background for approaching 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 free 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.