



# The Routledge Companion to Advertising and Promotional Culture (Routledge Companions)

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## The Routledge Companion to Advertising and Promotional Culture (Routledge Companions) From Routledge

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.

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### Editorial Review

#### Review

"[T]he editors have gathered together an impressive set of contributions from leading and emerging scholars who consider advertising, promotional culture and consumer culture from a range of disciplinary perspectives... [T]aken together the thirty chapters create a rich, if sometimes troubling, tapestry depicting advertising and promotion practices, and exploring how these relate to consumer experiences and wider societal structures and concerns." – *Stephanie O'Donohoe, The University of Edinburgh*

#### About the Author

**Matthew P. McAllister** is Professor of Communications in the Department of Film/Video & Media Studies at Penn State. He is the author of *The Commercialization of American Culture* (1996, Sage), and the co-editor of *Comics and Ideology* (with Ian Gordon and Edward H. Sewell, Jr., 2001, Peter Lang), *Film and Comic Books* (with Ian Gordon and Mark Jancovich, 2007, University Press of Mississippi), and *The Advertising and Consumer Culture Reader* (with Joseph Turow, 2009, Routledge).

Emily West is an Associate Professor in the Department of Communication at the University of Massachusetts, Amherst, whose work focuses on consumer culture, gender and performance, and media audiences. Her research on the commodification of sentiment and nation branding has appeared in journals including *Media, Culture & Society*, *Critical Studies in Media Communication*, *Journal of Consumer Culture*, *Feminist Media Studies*, and *Popular Communication*. Her newest work is on discourses of consumerism in US healthcare policy.

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**Pablo McNamara:**

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