

MS7047 Introduction to Advertising and Media

View Online



[1]

W. Leiss, S. Kline, S. Jhally, and J. Botterill, *Social communication in advertising: consumption in the mediated marketplace*, 3rd. ed. Hoboken: Taylor and Francis, 2013 [Online]. Available: <https://ebookcentral.proquest.com/lib/leicester/detail.action?docID=1138612>

[2]

J. Fowles, *Advertising and popular culture*, vol. 5. Thousand Oaks, Calif: Sage Publications, 1996.

[3]

C. E. Hackley, *Advertising and promotion: communicating brands*. London: Sage, 2005.

[4]

A. McStay, *Digital advertising*. Basingstoke: Palgrave Macmillan, 2010.

[5]

R. Goldman, *Reading ads socially*. London: Routledge, 1992.

[6]

'Syndetic Solutions - Table of Contents for ISBN Number 9780415577113'. [Online]. Available: <https://syndetics.com/index.aspx?isbn=9780415577113/TOC.HTML&client=leicester&type=rn12>

[7]

Iain MacRury, Advertising. Routledge, 1998 [Online]. Available:
<https://ebookcentral.proquest.com/lib/leicester/reader.action?docID=182217&query=>

[8]

R. Gabriel, Why I buy: self, taste, and consumer society in America. Bristol: Intellect, 2013 [Online]. Available:
<https://ebookcentral.proquest.com/lib/leicester/detail.action?docID=1114559>

[9]

M. Danesi, Brands. New York: Routledge, 2006.

[10]

'Syndetic Solutions - Table of Contents for ISBN Number 9781118721391'. [Online]. Available:
<https://syndetics.com/index.aspx?isbn=9781118721391/TOC.HTML&client=leicester&type=rn12>

[11]

P. Long and T. Wall, Media studies: texts, production, context, 2nd ed. Harlow: Pearson, 2012.

[12]

J. Bignell, Media semiotics: an introduction, 2nd ed. Manchester: Manchester University Press, 2002.

[13]

J. Bignell, Media semiotics: an introduction, 2nd ed. Manchester: Manchester University Press, 2002.

[14]

M. Gillespie, J. Toynbee, and Open University. DA204 Understanding media, Analysing media texts. Maidenhead: Open University Press, 2006.

[15]

J. Hegarty, *Hegarty on advertising: turning intelligence into magic*, Revised&Expanded [edition]. London: Thames & Hudson, 2017.

[16]

'Amazon.co.uk: Buying Choices: Creating Value: The Theory and Practice of Marketing Semiotics Research'. [Online]. Available:
https://www.amazon.co.uk/gp/offer-listing/0199657270/ref=sr_1_4_olp?s=books&ie=UTF8&qid=1543582252&sr=1-4&keywords=semiotics+marketing

[17]

J. Turow and M. P. McAllister, *The advertising and consumer culture reader*. New York: Routledge, 2009.

[18]

M. P. McAllister and E. West, *The Routledge Companion to Advertising and Promotional Culture*. London: Taylor & Francis Group, 2013 [Online]. Available:
<https://ebookcentral.proquest.com/lib/leicester/detail.action?docID=1125172>

[19]

R. W. Belk, G. Ger, and S. Askegaard, 'The Fire of Desire: A Multisited Inquiry into Consumer Passion', *Journal of Consumer Research*, vol. 30, no. 3, pp. 326–351, Dec. 2003, doi: 10.1086/378613.

[20]

J. Turow and M. P. McAllister, *The advertising and consumer culture reader*. New York: Routledge, 2009.

[21]

M. P. McAllister and E. West, *The Routledge Companion to Advertising and Promotional Culture*. London: Taylor & Francis Group, 2013 [Online]. Available: <https://ebookcentral.proquest.com/lib/leicester/detail.action?docID=1125172>

[22]

M. P. McAllister and E. West, *The Routledge Companion to Advertising and Promotional Culture*. London: Taylor & Francis Group, 2013 [Online]. Available: <https://ebookcentral.proquest.com/lib/leicester/detail.action?docID=1125172>

[23]

W. Fletcher, *Powers of persuasion: the inside story of British advertising : 1951-2000*. Oxford: Oxford University Press, 2008 [Online]. Available: <https://ebookcentral.proquest.com/lib/leicester/detail.action?docID=430843>

[24]

S. Rodgers and E. Thorson, *Advertising theory*. New York: Routledge, 2012 [Online]. Available: <http://www.vlebooks.com/vleweb/product/openreader?id=LeicesterU&isbn=9780203149546>

[25]

P. J. KITCHEN, J. BRIGNELL, T. LI, and G. S. JONES, 'The Emergence of IMC: A Theoretical Perspective', *Journal of Advertising Research*, vol. 44, no. 1, pp. 19–30, Mar. 2004, doi: 10.1017/S0021849904040048.

[26]

M. Scholten, 'Lost and found: The information-processing model of advertising effectiveness', *Journal of Business Research*, vol. 37, no. 2, pp. 97–104, Oct. 1996, doi: 10.1016/0148-2963(96)00058-6.

[27]

R. Aitken, B. Gray, and R. Lawson, 'Advertising effectiveness from a consumer perspective', *International Journal of Advertising*, vol. 27, no. 2, pp. 279–297, Jan. 2008, doi: 10.1080/02650487.2008.11073055.

[28]

S. Rodgers and E. Thorson, 'The Interactive Advertising Model', *Journal of Interactive Advertising*, vol. 1, no. 1, pp. 41–60, Sep. 2000, doi: 10.1080/15252019.2000.10722043.

[29]

S. Rodgers and E. Thorson, *Advertising theory*. New York: Routledge, 2012 [Online]. Available: <http://www.vlebooks.com/vleweb/product/openreader?id=LeicesterU&isbn=9780203149546>

[30]

Fern L. Johnson, *Imaging in Advertising: Verbal and Visual Codes of Commerce*. Routledge, 2007 [Online]. Available: <https://ebookcentral.proquest.com/lib/leicester/reader.action?docID=995622&query=>

[31]

W. Leiss, S. Kline, S. Jhally, and J. Botterill, *Social communication in advertising: consumption in the mediated marketplace*, 3rd. ed. Hoboken: Taylor and Francis, 2013 [Online]. Available: <https://ebookcentral.proquest.com/lib/leicester/detail.action?docID=1138612>

[32]

'Killing Us Softly | Kanopy'. [Online]. Available: <https://le.kanopy.com/video/killing-us-softly>

[33]

W. Leiss, S. Kline, S. Jhally, and J. Botterill, *Social communication in advertising: consumption in the mediated marketplace*, 3rd. ed. Hoboken: Taylor and Francis, 2013

[Online]. Available:

<https://ebookcentral.proquest.com/lib/leicester/detail.action?docID=1138612>

[34]

M. Featherstone, 'Body, Image and Affect in Consumer Culture', *Body & Society*, vol. 16, no. 1, pp. 193–221, Mar. 2010, doi: 10.1177/1357034X09354357.

[35]

M. Featherstone, 'The Body in Consumer Culture', *Theory, Culture & Society*, vol. 1, no. 2, pp. 18–33, Sep. 1982, doi: 10.1177/026327648200100203.

[36]

D. Bordwell, K. Thompson, and J. Smith, 'Chapter 4 The Shot: Mise-en-scene', in *Film art: an introduction*, Eleventh edition., New York, NY: McGraw-Hill Education, 2017, pp. 112–159 [Online]. Available: <http://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780077188917>

[37]

J. P. Edwards, 'The impact of new technology on consumer behaviour', *Admap*, no. 458 [Online]. Available: https://www.warc.com/content/article/admap/the_impact_of_new_technology_on_consumer_behaviour/79907

[38]

'Killing Us Softly | Kanopy'. [Online]. Available: <https://le.kanopy.com/video/killing-us-softly>

[39]

Matthew P. McAllister , and Emily West, *The Routledge Companion to Advertising and Promotional Culture*. Routledge, 2013 [Online]. Available: <https://ebookcentral.proquest.com/lib/leicester/reader.action?docID=1125172&query=>

[40]

J. Turow and M. P. McAllister, *The advertising and consumer culture reader*. New York: Routledge, 2009.

[41]

J. Bignell, *Media semiotics: an introduction*, 2nd ed. Manchester: Manchester University Press, 2002.

[42]

M. Featherstone, 'Lifestyle and Consumer Culture', *Theory, Culture & Society*, vol. 4, no. 1, pp. 55–70, Feb. 1987, doi: 10.1177/026327687004001003.

[43]

M. Featherstone, *Consumer Culture and Postmodernism*, 2nd ed. London: SAGE Publications, 2007 [Online]. Available: <https://ebookcentral.proquest.com/lib/leicester/detail.action?docID=420926>

[44]

'1467-8675.12060'. [Online]. Available: <https://onlinelibrary-wiley-com.ezproxy3.lib.le.ac.uk/doi/pdf/10.1111/1467-8675.12060>

[45]

A. Kelly, K. Lawlor, and S. O'Donohoe, 'Encoding Advertisements: The Creative Perspective', *Journal of Marketing Management*, vol. 21, no. 5–6, pp. 505–528, Jun. 2005, doi: 10.1362/0267257054307390.

[46]

S. Gupta, M. M. Foroudi, J. Väättänen, S. Gupta, and L. Tiu Wright, 'Nations as brands: Cinema's place in the branding role', *Journal of Business Research*, Feb. 2018, doi: 10.1016/j.jbusres.2018.02.017.

[47]

M. Danesi, Brands. New York: Routledge, 2006.

[48]

B. Benwell, Masculinity and men's lifestyle magazines. Oxford: Blackwell/Sociological Review, 2003.

[49]

A. Hearn, 'Meat, Mask, Burden', Journal of Consumer Culture, vol. 8, no. 2, pp. 197-217, Jul. 2008, doi: 10.1177/1469540508090086.

[50]

D. Kellner, D. M. Kellner, and Kellner D Staff, Media culture: cultural studies, identity, and politics between the modern and the postmodern. London: Routledge, 1995.

[51]

A. Carroll, 'Brand communications in fashion categories using celebrity endorsement', Journal of Brand Management, vol. 17, no. 2, pp. 146-158, Oct. 2009, doi: 10.1057/bm.2008.42.

[52]

Jonathan Hardy, Iain Macrury, Helen Powell, The Advertising Handbook: 4th Edition (e-Book) - Routledge. Routledge, 2018 [Online]. Available: <https://ebookcentral.proquest.com/lib/leicester/detail.action?docID=5313034>

[53]

J. Turow and M. P. McAllister, The advertising and consumer culture reader. New York: Routledge, 2009.

[54]

'Souls of Black Girls | Kanopy'. [Online]. Available:
<https://le.kanopy.com/video/souls-black-girls>

[55]

J. Turow and M. P. McAllister, *The advertising and consumer culture reader*. New York: Routledge, 2009.

[56]

Zhihong Gao, 'Harmonious regional advertising regulation? A comparative examination of government advertising regulation in China, Hong Kong, and Taiwan', *Journal of Advertising* [Online]. Available:
http://go.galegroup.com/ps/retrieve.do?tabID=T002&resultListType=RESULT_LIST&searchResultsType=SingleTab&searchType=AdvancedSearchForm¤tPosition=1&docId=GALE%7CA137861181&docType=Article&sort=RELEVANCE&contentSegment=&prodId=EAIM&contentSet=GALE%7CA137861181&searchId=R1&userGroupName=leicester&inPS=true

[57]

Barbara B. Stern, George M. Zinkhan, Morris B. Holbrook, 'The netvertising image: Netvertising Image Communication Model (NICM) and construct definition', *Journal of Advertising* [Online]. Available:
http://go.galegroup.com.ezproxy3.lib.le.ac.uk/ps/retrieve.do?tabID=T002&resultListType=RESULT_LIST&searchResultsType=SingleTab&searchType=AdvancedSearchForm¤tPosition=1&docId=GALE%7CA94145249&docType=Article&sort=RELEVANCE&contentSegment=&prodId=EAIM&contentSet=GALE%7CA94145249&searchId=R4&userGroupName=leicester&inPS=true

[58]

C. J. Pardun and C. J. Pardun, *Advertising and society: an introduction*, 2nd ed. Chichester, West Sussex: Wiley Blackwell, 2014 [Online]. Available:
<http://ebookcentral.proquest.com/lib/leicester/detail.action?docID=1245112>

[59]

D. Ogilvy, *Confessions of an advertising man*, [Rev. ed.]. Harpenden, Herts, [UK]: Southbank Pub, 2011.

[60]

M. G. Durham and D. Kellner, *Media and cultural studies: keywords*, Rev. ed., vol. 2. Malden, MA: Blackwell, 2006 [Online]. Available:
<https://ebookcentral.proquest.com/lib/leicester/detail.action?docID=239901>

[61]

M. P. McAllister and E. West, *The Routledge Companion to Advertising and Promotional Culture*. London: Taylor & Francis Group, 2013 [Online]. Available:
<https://ebookcentral.proquest.com/lib/leicester/detail.action?docID=1125172>

[62]

M. P. McAllister and E. West, *The Routledge Companion to Advertising and Promotional Culture*. London: Taylor & Francis Group, 2013 [Online]. Available:
<https://ebookcentral.proquest.com/lib/leicester/detail.action?docID=1125172>

[63]

M. P. McAllister and E. West, *The Routledge Companion to Advertising and Promotional Culture*. London: Taylor & Francis Group, 2013 [Online]. Available:
<https://ebookcentral.proquest.com/lib/leicester/detail.action?docID=1125172>

[64]

C. E. Hackley, *Marketing: A Critical Introduction*, 1st ed. London: SAGE Publications, 2009 [Online]. Available:
<http://ebookcentral.proquest.com/lib/leicester/detail.action?docID=689449>

[65]

A. McStay, *Creativity and Advertising: Affect, Events and Process*. Florence: Taylor and Francis, 2013 [Online]. Available:
<https://ebookcentral.proquest.com/lib/leicester/detail.action?docID=1221453>

[66]

J. Whitehouse-Hart and D. Taylor, 'Branding The Agency Emotionally', *Journal of Psychosocial Studies*, 2012. [Online]. Available: http://www.google.co.uk/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=0ahUKEwiNtfOTmLXSAhXMDcAKHczATIQFggyMAA&url=http%3A%2F%2Fwww2.uwe.ac.uk%2Fservices%2FMarketing%2Fresearch%2Fpdf%2FJournal%2520for%2520Psychosocial%2520Studies%2FJoWhitehouseHartDianeTaylorBrandingtheAgency.pdf&usg=AFQjCNHDzi0sOIJAXWH_c1mbtyw-TG_nIA&sig2=UdvMgUlgpfdeDNiaK7euPA&bvm=bv.148441817,d.d24

[67]

J. Whitehouse-Hart and SpringerLink (Online service), *Psychosocial Explorations of Film and Television Viewing: Ordinary Audience*. London: Palgrave Macmillan UK, 2014 [Online]. Available: <http://dx.doi.org/10.1057/9781137465146>

[68]

M. Featherstone, 'The Body in Consumer Culture', *Theory, Culture & Society*, vol. 1, no. 2, pp. 18–33, Sep. 1982, doi: 10.1177/026327648200100203.

[69]

P. Bourdieu, 'The forms of Capital', in *Handbook of Theory and Research for Sociology of Education*, Greenwood press, 1986.

[70]

M. Savage, *Social class in the 21st century*, vol. A Pelican introduction. London: Pelican, an imprint of Penguin Books, 2015.

[71]

M. P. McAllister and E. West, *The Routledge Companion to Advertising and Promotional Culture*. London: Taylor & Francis Group, 2013 [Online]. Available: <https://ebookcentral.proquest.com/lib/leicester/detail.action?docID=1125172>

[72]

J. Turow and M. P. McAllister, *The advertising and consumer culture reader*. New York: Routledge, 2009.

[73]

R. Gabriel, *Why I buy: self, taste, and consumer society in America*. Bristol: Intellect, 2013 [Online]. Available:
<https://ebookcentral.proquest.com/lib/leicester/detail.action?docID=1114559>

[74]

J. Desmond, *Psychoanalytic accounts of consuming desire: Hearts of darkness*. Basingstoke: Palgrave Macmillan, 2012 [Online]. Available:
<https://login.ezproxy3.lib.le.ac.uk/login?qurl=http://www.palgraveconnect.com/doi/10.1057/9781137289087>

[75]

Gerald Zaltman and Lindsay H. Zaltman, *Marketing Metaphoria*. Harvard Business School Press [Online]. Available:
<https://ebookcentral.proquest.com/lib/leicester/detail.action?docID=5181930>

[76]

J. Desmond, *Psychoanalytic accounts of consuming desire: Hearts of darkness*. Basingstoke: Palgrave Macmillan, 2012 [Online]. Available:
<http://ezproxy.lib.le.ac.uk/login?url=http://www.palgraveconnect.com/doi/10.1057/9781137289087>

[77]

N. Mansfield, *Subjectivity: theories of the self from Freud to Haraway*. New York: New York University Press, 2000 [Online]. Available:
<https://ebookcentral.proquest.com/lib/leicester/detail.action?docID=286495>

[78]

J. Bignell, *Media semiotics: an introduction*, 2nd ed. Manchester: Manchester University Press, 2002.

[79]

A. A. Berger, *Ads, fads, and consumer culture: advertising's impact on American character and society*, Fifth edition. Lanham, Maryland: Rowman & Littlefield Publishers, 2015 [Online]. Available: <https://ebookcentral.proquest.com/lib/leicester/detail.action?docID=1938442>

[80]

P. Long and T. Wall, *Media studies: texts, production, context*, 2nd ed. Harlow: Pearson, 2012.

[81]

Jerome D. Williams, , Wei-Na Lee, , and Curtis P. Haugtvedt, *Diversity in Advertising : Broadening the Scope of Research Directions*. Taylor & Francis Group, 2004 [Online]. Available: <https://ebookcentral.proquest.com/lib/leicester/reader.action?docID=1138258&query=>

[82]

T. Chambers, 'Audience evolution: New technologies and the transformation of media audiences', *Journal of Communication*, vol. 61, no. 4, pp. E1-E4, Aug. 2011, doi: 10.1111/j.1460-2466.2011.01572.x.

[83]

R. Goldman, *Reading ads socially*. London: Routledge, 1992.

[84]

A. McStay, *Creativity and Advertising: Affect, Events and Process*. Florence: Taylor and Francis, 2013 [Online]. Available: <https://ebookcentral.proquest.com/lib/leicester/detail.action?docID=1221453>

[85]

'Volume 6, Issue 1, April 2012 – The Association for Psychosocial Studies'. [Online]. Available: <http://www.psychosocial-studies-association.org/volume-6-issue-1-april-2012/>

[86]

F. Hansen and S. R. Christensen, *Emotions, advertising and consumer choice*, 1st ed. [Denmark]: Copenhagen Business School Press, 2007.

[87]

T. Vestergaard and K. Schrøder, *The language of advertising*, vol. 9. Oxford: Blackwell, 1985.

[88]

C. Lury, *Brands: the logos of the global economy*. London: Routledge, 2004 [Online]. Available:
<http://ezproxy.lib.le.ac.uk/login?url=http://search.ebscohost.com/login.aspx?direct=true&scope=site&db=nlebk&db=nlabk&AN=105928>

[89]

J. Gountas, 'Marketing Metaphoria: What Deep Metaphors Reveal about the Minds of Consumers' 2008 Gerald Zaltman and Lindsay Zaltman. Boston, MA: Harvard Business 2008. 272 pp., ISBN: 978-1-4221-2115-3 US \$ 29.95', *Journal of Consumer Marketing*, vol. 25, no. 7, pp. 482-483, Oct. 2008, doi: 10.1108/07363760810915707.

[90]

Herbert Marcuse 1898-1979., *One dimensional man*. London: Sphere Books, 1968.

[91]

Judith Wardle, *Developing Advertising with Qualitative Market Research : Developing Advertising with Qualitative Market Research*. SAGE Publications, 2002 [Online]. Available: <https://ebookcentral.proquest.com/lib/leicester/reader.action?docID=343974&query=>

[92]

O. Jones, *Chavs: the demonization of the working class*, Third edition. London: Verso, 2020 [Online]. Available:
<https://www.vlebooks.com/product/openreader?id=LeicesterU&acclid=8981756&isbn=9781781683989>

[93]

K. Ross and V. Nightingale, *Media and audiences: new perspectives*. Maidenhead, Berkshire, England: Open University Press, 2003.

[94]

C. E. Hackley, *Marketing: A Critical Introduction*, 1st ed. London: SAGE Publications, 2009 [Online]. Available:
<http://ebookcentral.proquest.com/lib/leicester/detail.action?docID=689449>

[95]

Iain MacRury, *Advertising*. Routledge, 1998 [Online]. Available:
<https://ebookcentral.proquest.com/lib/leicester/reader.action?docID=182217&query=>

[96]

M. Ritson and R. Elliott, 'The Social Uses of Advertising: An Ethnographic Study of Adolescent Advertising Audiences', *Journal of Consumer Research*, vol. 26, no. 3, pp. 260-277, Dec. 1999, doi: 10.1086/209562.

[97]

'Journal of Advertising' [Online]. Available:
<http://go.galegroup.com.ezproxy4.lib.le.ac.uk/ps/i.do?ty=as&v=2.1&u=leicester&it=Dlourl&s=RELEVANCE&p=EAIM&qt=TI%7E%22Advertising%27s+New+Audiences%22%7E%7ESP%7E81%7E%7EIU%7E3%7E%7ESN%7E0091-3367%7E%7EVO%7E39&lm=DA%7E120100000&sw=w>

[98]

T. Vestergaard and K. Schrøder, *The language of advertising*, vol. 9. Oxford: Blackwell, 1985.

[99]

L. Moor and C. Lury, 'Price and the person: markets, discrimination, and personhood', *Journal of Cultural Economy*, vol. 11, no. 6, pp. 501-513, Nov. 2018, doi: 10.1080/17530350.2018.1481878.

[100]

L. Moor and C. Lury, 'MAKING AND MEASURING VALUE', *Journal of Cultural Economy*, vol. 4, no. 4, pp. 439-454, Nov. 2011, doi: 10.1080/17530350.2011.609708.

[101]

Michael O'Shaughnessy, 'Promoting "emotion": Feelings, film studies and teaching or understanding films; understanding ourselves', *Metro Media and Education*, vol. 97, pp. 44-48, 1994.

[102]

M. P. McAllister and E. West, *The Routledge Companion to Advertising and Promotional Culture*. London: Taylor & Francis Group, 2013 [Online]. Available: <https://ebookcentral.proquest.com/lib/leicester/detail.action?docID=1125172>

[103]

J. Sinclair, 'Globalization and the advertising industry in China', *Chinese Journal of Communication*, vol. 1, no. 1, pp. 77-90, Apr. 2008, doi: 10.1080/17544750701861947.

[104]

J. Sinclair, *Advertising, the Media and Globalisation: A World in Motion*. Florence: Taylor and Francis, 2012 [Online]. Available: <http://ebookcentral.proquest.com/lib/leicester/detail.action?docID=981903>

[105]

M. K. de Mooij, *Advertising worldwide*, 2nd ed. New York: Prentice Hall, 1994.

[106]

M. de Mooij, *Global Marketing and Advertising: Understanding Cultural Paradoxes*, 5th ed. Thousand Oaks: SAGE Publications Inc, 2018.

[107]

C. Lury, *Consumer culture*, 2nd ed. Cambridge: Polity, 2011.

[108]

J. Turow and M. P. McAllister, *The advertising and consumer culture reader*. New York: Routledge, 2009.

[109]

J. Turow and M. P. McAllister, *The advertising and consumer culture reader*. New York: Routledge, 2009.

[110]

M. Lombard and J. Snyder-Duch, 'Interactive Advertising and Presence', *Journal of Interactive Advertising*, vol. 1, no. 2, pp. 56–65, Mar. 2001, doi: 10.1080/15252019.2001.10722051.

[111]

R. P. Hill and N. Moran, 'Social marketing meets interactive media', *International Journal of Advertising*, vol. 30, no. 5, pp. 815–838, Jan. 2011, doi: 10.2501/IJA-30-5-815-838.

[112]

E. Beatrix Cleff, 'Privacy Issues in Mobile Advertising', *International Review of Law, Computers & Technology*, vol. 21, no. 3, pp. 225–236, Nov. 2007, doi: 10.1080/13600860701701421.