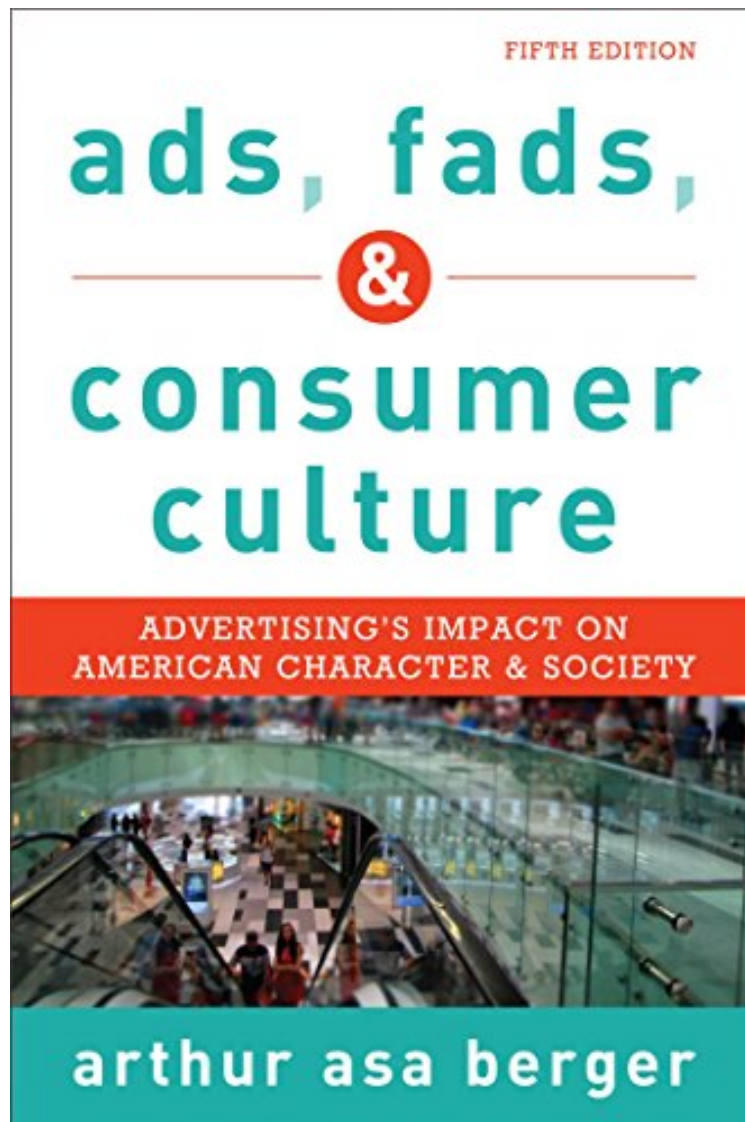


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## Ads, Fads, and Consumer Culture: Advertising's Impact on American Character and Society

Arthur Asa Berger

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**Arthur Asa Berger : Ads, Fads, and Consumer Culture: Advertising's Impact on American Character and Society** before purchasing it in order to gage whether or not it would be worth my time, and all praised Ads, Fads, and Consumer Culture: Advertising's Impact on American Character and Society:

2 of 2 people found the following review helpful. Good start in advertisingBy Mia KarlstadIn my advertising class i chose to read this book as a part of a project. For me this was a really good choice because I am new in the world of

advertising. The book is a very simple read, and is recommended to everyone who are curious, or need a basic book concerning advertising. The author talks about different parts of advertising such as advertising and sex, political advertising, and also he defines important instruments such as the communication model. In the end he analyses two different ads, one is print and one is TV. The only negative comments I have is that the picture for the print ad is very small, and hard to see. Also, I was not familiar with the TV commercial he presented (Apple's Macintosh from 1984) My recommendation is if you are not familiar with advertising, this is a very useful book. The author presents good view points, and good examples throughout the book. 0 of 1 people found the following review helpful. Excellent purchase By Hiram Muniz Excellent product! Great advice Used at University Of Sacred Heart In Puerto Rico for study in Publicity . Great book highly recommended! 0 of 1 people found the following review helpful. Five Stars By ricardonani Excellent

The fifth 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. Among the topics he addresses are the role of brands, the problem of self-alienation, and how both relate to consumption. Berger also considers the Values and Lifestyle (VALS) and Claritas typologies in marketing. Distinctive chapters examine specific advertisements and commercials from multiple perspectives, including semiotic, psychoanalytic, sociological, Marxist, mythic, and feminist analysis. *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; helping readers understand the role that advertising has played, and continues to play, in all our lives.

Berger has produced a fantastic fifth edition of his *Ads, Fads and Consumer Culture*. The new edition includes excellent, current examples that will be welcomed by students and professors alike. (Dirk vom Lehn, King's College London) About the Author Arthur Asa Berger is professor emeritus of broadcast and electronic communication arts at San Francisco State University.