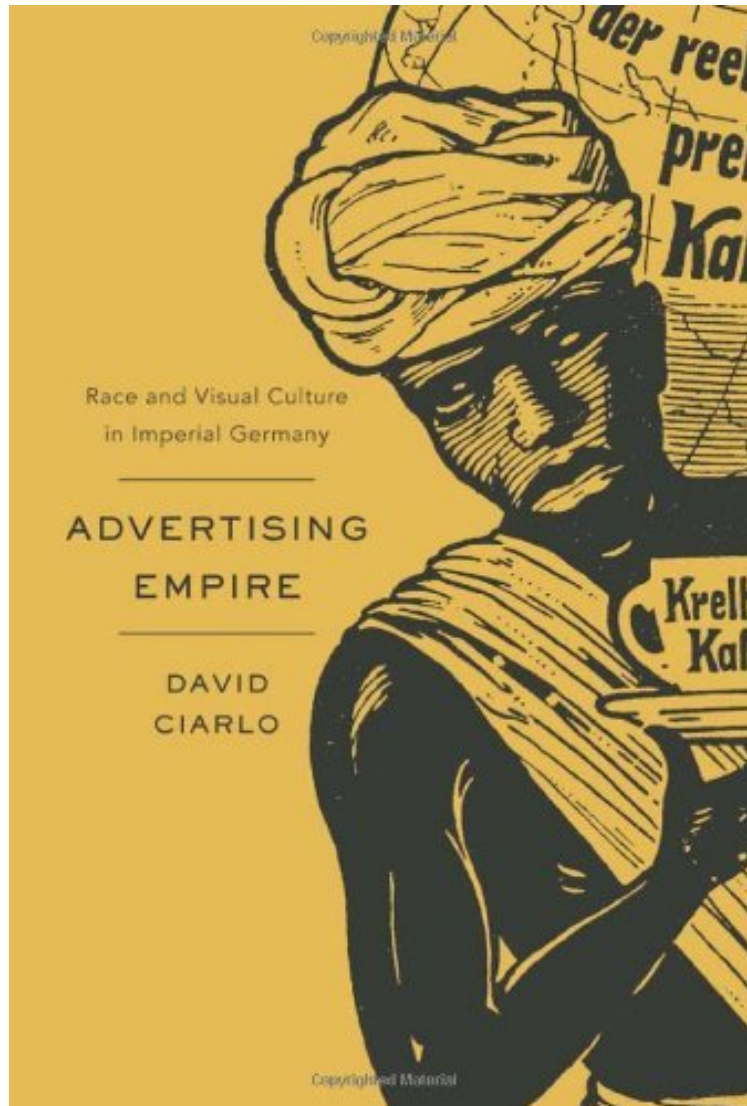


(Free pdf) Advertising Empire: Race and Visual Culture in Imperial Germany (Harvard Historical Studies)

Advertising Empire: Race and Visual Culture in Imperial Germany (Harvard Historical Studies)

David Ciarlo

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David Ciarlo : Advertising Empire: Race and Visual Culture in Imperial Germany (Harvard Historical Studies) before purchasing it in order to gage whether or not it would be worth my time, and all praised Advertising Empire: Race and Visual Culture in Imperial Germany (Harvard Historical Studies):

1 of 1 people found the following review helpful. Insightful and EnlighteningBy Nie StandCiarlo's work is an excellent choice to get a better understanding of the history of advertising and how it can influence our world view. He gives us excellent examples of how products were sold and helped frame the events surrounding imperial expansion. Germans, using the techniques of Briton and the U.S., were lead by the glittering promises of imported carrots so to

speak. Over time images of foreign peoples evolved from the exotic, to the savage, to the harmless child like. These phases both guide and reflect Germany's culture. It's a great contribution to the world of visual historical analysis, which is well crafted, organized and easy to read.

In the last decades of the nineteenth century Germany made the move towards colonialism, with the first German protectorates in Africa. At the same time, Germany was undergoing the transformation to a mass consumer society. As Ciarlo shows, these developments grew along with one another, as the earliest practices of advertising drew legitimacy from the colonial project, and around the turn of the century, commercial imagery spread colonial visions to a mass audience. Arguing that visual commercial culture was both reflective and constitutive of changing colonial relations and of racial hierarchies, *Advertising Empire* constructs what one might call a genealogy of black bodies in German advertising. At the core of the manuscript is the identification of visual tropes associated with black bodies in German commercial culture, ranging from colonial and ethnographic exhibits, to poster art, to advertising. Stereotypical images of black bodies in advertising coalesced, the manuscript argues, in the aftermath of uprisings against German colonial power in Southwest and East Africa in the early 20th century. As *Advertising Empire* shows for Germany, commercial imagery of racialized power relations simplified the complexities of colonial power relations. It enshrined the inferiority of blacks as compared to whites as one key image associated with the birth of mass consumer society.

An original, finely crafted, accessible, and superbly researched work. A welcome combination of visual cultural analysis of modern advertising and German colonial history, Ciarlo's book is an important contribution. (Janet Ward, University of Nevada Las Vegas) A stunning, breakthrough book; easily the most important new work on the colonial and racial imagination in pre-World War I Germany in nearly a decade. In startling detail, Ciarlo shows us a new landscape of consumer advertising that shaped German attitudes towards imperialism, the colonies, and racial hierarchies. He also convincingly demonstrates Germany's prewar drift into a deeper, troubling, racial modernity. Brilliant, eye-opening scholarship. (Helmut Walser Smith, Vanderbilt University) A daring and imaginative book. Ciarlo sketches out a vision of German modernity in which domestic politics, colonial competition, and the transnational trade in products and prejudice combined with new methods of mass advertising to populate daily life with nightmarish images of racial antagonism. Ciarlo's startling work is sure to change how we view Imperial Germany and what was to follow. (Jonathan Zatzlin, Boston University) Ciarlo's book shows, in original and compelling detail, just how richly historians will benefit from taking the study of the visual seriously. Whether in its analysis of advertising per se, or in its careful reading of the interrelations linking imperialist expansion, commodification, racial difference, and mass mediation, *Advertising Empire* joins a widening circle of exciting new scholarship on the contest of early twentieth-century German modernities. (Geoff Eley, University of Michigan) This outstanding book has original arguments to make about the connection between the rise of modern advertising culture and the subjugation of colonial peoples. Ciarlo explains why racial images came to be so widely used in advertisements, and he analyses with great skill how those images worked. Boldly framed and sharply written, his thoughtful and important work shows just what historians can achieve through the careful, imaginative analysis of visual images. I recommend *Advertising Empire* with enthusiasm. (David Blackbourn, Harvard University) Ciarlo has written an extremely smart, provocative book linking the rise of German modern advertising and aesthetics with imperialism and racism at the fin-de-siècle... Throughout a profusely and richly illustrated text, Ciarlo concentrates on one aspect of German advertising, namely, the culture of race, through a discussion of images that were reproduced in a myriad of venues from newspapers, magazines, posters, store windows, matchbooks, and the sides of trams and buses, to tins and boxes. One forgets that the massive duplication of images is only about 100 years old; the Germans excelled at both the industrial and artistic techniques that produced new forms of advertising. (M. Deshmukh Choice 2011-10-01) About the Author David Ciarlo is Assistant Professor of History at the University of Colorado at Boulder.