

[Mobile ebook] Advertising Myths: The Strange Half-Lives of Images and Commodities (International Library of Sociology)

Advertising Myths: The Strange Half-Lives of Images and Commodities (International Library of Sociology)

Anne Cronin

*ebooks / Download PDF / *ePub / DOC / audiobook*



DOWNLOAD



+

READ ONLINE

#3141016 in eBooks 2012-11-12 2012-11-12 File Name: B00ABLEIM4 | File size: 58.Mb

Anne Cronin : Advertising Myths: The Strange Half-Lives of Images and Commodities (International Library of Sociology) before purchasing it in order to gage whether or not it would be worth my time, and all praised Advertising Myths: The Strange Half-Lives of Images and Commodities (International Library of Sociology):

Advertising is often portrayed negatively, as corrupting a mythically pure relationship between people and things. In *Advertising Myths* Anne Cronin argues that it is better understood as a 'matrix of transformation' that performs divisions in the social order and arranges classificatory regimes. Focusing on consumption controversies, Cronin contends that advertising is constituted of 'circuits of belief' that flow between practitioners, clients, regulators, consumers and academics. Controversies such as those over tobacco and alcohol advertising, she argues, distil these beliefs and articulate with programmes of social engineering aimed at altering consumption patterns. This book will be essential reading for students and academics of advertising and consumption.

About the Author Anne Cronin is a lecturer in the Sociology department, and at the Institute for Cultural Research, at Lancaster University. She has also published *Advertising and Consumer Citizenship: Gender, Images and Rights* (Routledge, 2000).