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ADVERTISING THEORY



EDITED BY SHELLY RODGERS
AND ESTHER THORSON

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From Routledge : Advertising Theory (Routledge Communication Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Advertising Theory (Routledge Communication Series):

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Advertising Theory provides detailed and current explorations of key theories in the advertising discipline. The

volume gives a working knowledge of the primary theoretical approaches of advertising, offering a comprehensive synthesis of the vast literature in the area. Editors Shelly Rodgers and Esther Thorson have developed this volume as a forum in which to compare, contrast, and evaluate advertising theories in a comprehensive and structured presentation. Chapters provide concrete examples, case studies, and readings written by leading advertising scholars and educators. Utilizing McGuire's persuasion matrix as the structural model for each chapter, the text offers a wider lens through which to view the phenomenon of advertising as it operates within various environments. Within each area of advertising theory—and across advertising contexts—both traditional and non-traditional approaches are addressed, including electronic word-of-mouth advertising, user-generated advertising, and social media advertising contexts. As a benchmark for the current state of advertising theory, this text will facilitate a deeper understanding for advertising students, and will be required reading for advertising theory coursework.

"Although seemingly impossible for a single text, Advertising Theory offers an excellent introduction to many current scholarly advertising domains... Highly recommended." - M.R. Hyman, CHOICE Magazine 'All in all, Rodgers and Thorson have done a great service to the field of advertising by compiling a comprehensive theoretical foundation that underpins messages, media, and other practical aspects in advertising. As a graduate student in a strategic media communication program, I find this book helpful in offering a wider lens through which I can recognize and reflect on the phenomena of advertising and strategic communications...Summing up, Advertising Theory is a highly recommended literature for upperdivision undergraduates through faculty and professional level. For advertising students, this is a handbook of the benchmark for the current state of advertising theory. For educators, the articles in this collection will help to accelerate students' understanding of key theories. For practitioners, this book can help to facilitate conversations revolving around the relationship among scholars, researchers, and advertising professionals. And for those who are seeking to learn the concepts but without substantial background in advertising, Advertising Theory serves as the perfect entry point to understanding the fundamentals of the growing discipline.'

Jason Tham, Journalism Mass Communication Quarterly

About the Author
SHELLY RODGERS is Associate Professor of Strategic Communication at the Missouri School of Journalism. Her research focuses on advertising, health communication, and new technology. She is Past President of the American Academy of Advertising.
ESTHER THORSON is Associate Dean for Graduate Studies and Research and Director of Research for the Donald W. Reynolds Journalism Institute. She has more than 100 publications on advertising, media economics, and health communication. She is a Fellow of the American Academy of Advertising.