

Advertising and Violence

Concepts and Perspectives

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Advertising And Violence Concepts And Perspectives

Mark Kirby



Advertising And Violence Concepts And Perspectives:

Advertising and Violence Nora J. Rifon, Marla Royne, Les Carlson, 2014-12-18 Advertising and Violence identifies and analyzes the important issues related to violence in advertising and its overall effects on society The book is based on a widely cited special issue of the Journal of Advertising and includes eight new chapters that expand the book's coverage The objective of the book is to compile a compendium of current thinking perspectives theoretical viewpoints and research relevant to the violence and advertising interface The chapter authors all notable experts in the field take a multidisciplinary approach that incorporates perspectives from disciplines other than marketing in order to provide a broad based view of how advertising and violence coalesce and the policy implications of this juxtaposition Ethics in Advertising Wally Snyder, 2016-11-03 This book provides students and practitioners with a comprehensive overview of the rules and principles associated with ethical advertising practices With extensive research and a variety of case studies and expert opinions it discusses why advertising ethics is important both to the consumer and the professional The author presents the rules of ethical conduct recommended by the Institute for Advertising Ethics and demonstrates how these are applied in practice examining why ethics is important what the ethical dilemmas the industry faces are and how to motivate better practices among professionals The book uses real life stories of native advertising marketing to children and diversity in advertising to show how professionals can be inspired to do the right thing for consumers and their companies Readers will learn how they can solve ethical dilemmas to their personal satisfaction in the competitive work environment This balanced perspective to the ethical issues that arise in the advertising industry is sure to resonate with students of advertising and marketing

Communicating for Social Justice in Health Contexts: Creating Opportunities for Inclusivity Among Marginalized Groups Elizabeth M. Glowacki Vinita Agarwal, Vinita Agarwal, 2023-10-19 **Humor in Advertising** Marc G. Weinberger, Charles S. Gulas, Charles R. Taylor, 2021-06-21 Humor has long been one of the most common approaches used in advertising Whether in a big televised event like the Super Bowl or in new forms of digital advertising everyone is exposed to funny ads some of which both entertain the audience and help sell a product Yet the use of humor in advertising is complex clearly not all humorous ads are successful This comprehensive volume both summarizes the cumulative state of knowledge on humor in advertising and provides new cutting edge research on key topics such as humor's use in conjunction with emotional and sexual appeals its use in digital advertising and issues related to gender and cross cultural applicability Special emphasis is placed on defining humorous advertising and types of humor used as well as outlining what conditions work for advertisers The chapters examine humor in advertising and add insights on several cutting edge issues in this stream of research An overview article summarizing the overall body of literature accumulated over 50 years of research on humorous advertising defines types of humorous appeals The degree to which humor is effective and the boundary conditions associated with when and how it works best in advertising is discussed New research articles further contribute to cumulative knowledge by

exploring the interaction of humor with other issues and techniques such as whether it travels internationally gender issues its use in conjunction with emotional and sexual appeals and its presence in the digital contexts The book concludes with an in depth look at the evolution of humorous appeals over the oldest traditional advertising medium outdoor advertising The chapters in this book were originally published in International Journal of Advertising Handbook of Research on Policies, Protocols, and Practices for Social Work in the Digital World Özsungur, Fahri,2021-05-28 Social work plays an important role in reintegrating individuals into society educating raising awareness implementing social policy and realizing legal regulations The emergence of digital innovations and the effects of health problems including the COVID 19 pandemic on individuals and society have led to the development of innovations virtual digital practices and applications in this field The contributions of the recent pandemic and digital transformation to social work and practices should be revealed in the context of international standards Policies Protocols and Practices for Social Work in the Digital World presents the current best practices policies and protocols within international social work It focuses on the impact of digital applications the effects of the COVID 19 pandemic and digital transformation on social work Covering topics including burnout management social engineering anti discrimination strategies and women s studies this book is essential for social workers policymakers government officials scientists clinical professionals technologists practitioners researchers academicians and students

Narrative Theory and Therapy in the Post-Truth Era Yılmaz, Recep,Koç, Bozkurt,2022-05-20 Narrative theory goes back to Plato It is an approach that tries to understand the abstract mechanism behind the story This theory has evolved throughout the years and has been adopted by numerous domains and disciplines Narrative therapy is one of many fields of narrative that emerged in the 1990s and has turned into a rich research field that feeds many disciplines today Further study on the benefits opportunities and challenges of narrative therapy is vital to understand how it can be utilized to support society Narrative Theory and Therapy in the Post Truth Era focuses on the structure of the narrative and the possibilities it offers for therapy as well as the post modern sources of spiritual conflict and how to benefit from the possibilities of the narrative while healing them Covering topics such as psychotherapy cognitive narratology art therapy and narrative structures this reference work is ideal for therapists psychologists communications specialists academicians researchers practitioners scholars instructors and students

Advertising and Promotion Chris Hackley,Rungpaka Amy Hackley,2021-01-27 Now in its fifth edition this popular textbook continues to provide a comprehensive insight into the world of advertising and promotional communications Unique in its approach the authors situate the key concepts of marketing communications from the perspective of advertising agencies and provide insight into what a career within an ad agency might be like Their critical approach grounded in up to date research allows the reader to develop an interdisciplinary understanding of marketing and advertising including business socio cultural media studies and consumer culture theory perspectives Along with striking full colour visual advertisements and illustrations new examples and case studies this fifth

edition has been fully updated to include Two brand new chapters on Social Media Advertising and Digital Advertising
Commentary on how the COVID 19 pandemic has and will impact advertising The evolving role of advertising agencies in the post digital era Emerging forms of advertising and promotion including the role of influencers **Feminists, Feminisms, and Advertising** Kim Golombisky, Peggy J. Kreshel, 2017-10-16 Women and advertising are both globally ubiquitous Yet advertising remains one of the most unabashedly misogynist heterosexist and racist industries This edited volume of original unpublished chapters is the first ever to offer explicitly feminist views on advertising Feminists Feminisms and Advertising provides feminist analyses of the historical relationships between the advertising industry and the women s movement in the United States Contributors consider the ways that advertisers encode race ethnicity gender and heteronormativity into advertising practices and messages exported around the world They further explore the ways that intersectional audiences such as women of color Latinas and lesbian and gay audiences decode reinterpret resist and subvert advertising With this book the editors and contributors address the present lack of feminist scholarship research knowledge or curriculum in advertising and begin a more honest dialogue about diversity and intersectional gender in the advertising academy as well as the advertising industry **Putting Crisis in Perspective** Artur Skweres, 2021-10-18 This collected book analyzes the phenomenon of crisis manifested across various historical periods It offers unique multifaceted and interdisciplinary perspectives on the issues of crises and finds numerous applications in the fields of literature linguistics advertising photography and foreign language teaching The collection is divided into two parts The chapters in its first part analyze literature and language from medieval England to cultural changes in America occurring under the influence of the transformation caused by the propagation of print culture The incisive commentaries consider the works of culture that span not only literature but also film They reveal how much we can learn by considering how past generations perceived reality in times of crisis The second part of the book contains chapters which examine texts related to contemporary crises expressed in the visual media of advertising and photography but also in foreign language teaching As the authors show both ads and non commercial socially engaged photographs can influence the viewer in a swift and impactful manner by conveying messages of great social importance The authors convincingly that argue both photographs and ads can be used for social benefit by visualizing even the unpleasant or shocking sides of reality Finally the notion of crisis experienced by students of English as a foreign language is analyzed and supplemented by research which may prove useful for researchers and practitioners alike **Sociology in Perspective** Mark Kirby, 2000 This text specifically for AQA specifications is designed to be easy and encouraging for students to use The book contains updated material and activities together with a new chapter on study skills It also indicates clearly where activities meet the new evidence requirements for key skills

Unveiling the Energy of Verbal Artistry: An Emotional Sojourn through **Advertising And Violence Concepts And Perspectives**

In a world inundated with monitors and the cacophony of instantaneous transmission, the profound energy and emotional resonance of verbal artistry frequently diminish into obscurity, eclipsed by the regular onslaught of noise and distractions. However, located within the lyrical pages of **Advertising And Violence Concepts And Perspectives**, a charming perform of fictional beauty that impulses with natural emotions, lies an memorable trip waiting to be embarked upon. Published by a virtuoso wordsmith, this exciting opus manuals viewers on a mental odyssey, delicately exposing the latent potential and profound influence embedded within the complicated web of language. Within the heart-wrenching expanse of the evocative analysis, we can embark upon an introspective exploration of the book is main themes, dissect their fascinating writing model, and immerse ourselves in the indelible impression it leaves upon the depths of readers souls.

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