

- |                         |  |
|-------------------------|--|
| 1. Record Nr.           | UNICAMPANIASUN0069895  |
| Autore                  | Martino, Gaetano   |
| Titolo                  | Discorsi parlamentari : pubblicati per deliberazione della Camera dei deputati / di Gaetano Martino  |
| Pubbl/distr/stampa      | Roma : Grafica editrice romana, 1977   |
| Descrizione fisica      | 2 volumi : 1 ritr. ; 27 cm.  |
| Soggetti                | Diritto pubblico e costituzionale italiano e comparato   |
| Lingua di pubblicazione | Italiano   |
| Formato                 | Materiale a stampa   |
| Livello bibliografico   | Monografia   |
| 2. Record Nr.           | UNINA9910796400003321  |
| Titolo                  | Feminists, feminism, and advertising : some restrictions apply // edited by Kim Golombisky and Peggy J. Kreshel  |
| Pubbl/distr/stampa      | Lanham, Maryland : , : Lexington Books, , 2017<br>©2017  |
| ISBN                    | 1-4985-2827-9  |
| Descrizione fisica      | 1 online resource (409 pages) : illustrations  |
| Disciplina              | 305.420973   |
| Soggetti                | Advertising - History<br>Women in advertising - History  |
| Lingua di pubblicazione | Inglese  |
| Formato                 | Materiale a stampa   |
| Livello bibliografico   | Monografia   |
| Nota di bibliografia    | Includes bibliographical references at the end of each chapters and index.   |
| Nota di contenuto       | Acknowledgments -- Introductory remarks on the advertising business and a community of feminist scholars making advertising their business / Peggy Kreshel -- Histories of feminists, feminisms, and advertising -- Women versus brands : sexist advertising and gender stereotypes motivate / Jacqueline Lambiase, Carolyn Bronstein, and |

Catherine A. Coleman -- The entangled politics of feminists, feminism, advertising, and beauty : a historical perspective / Dara Persis Murray -- "Don't you love being a woman?" : advertising, empowerment, and the women's movement / Ann Marie Nicolosi -- Encoding : feminist critiques of advertising professionals and practices -- Black women and advertising ethics : a womanist perspective / Joanna L. Jenkins -- "What's wrong, you can't take a joke?" : advertisers' defenses of images of violence against women in their ads, 1979-1989 / Juliet Dee -- Exceptional exemplars : practitioners' perspectives on ads that communicate effectively with women and men / Kasey Windels -- The creative career dilemma : no wonder ad women are mad women / Karen L. Mallia -- Exporting gender bias : Anglo-American echoes in Swedish advertising creative departments / Jean M. Grow -- Decoding : feminist analyses of intersectional advertising audiences -- Engaging in consumer citizenship : latina audiences and advertising in women's ethnic magazines / Jillian M. Baez -- "You get a very conflicting view" : postfeminism, contradiction, and women of color's responses to representations of women in advertisements / Leandra H. Hernandez -- Social exclusion and gay consumers' boycott and buycott decisions / Wanhsiu Sunny Tsai and Xiaoqi Han -- Professional development : historiography and biography -- The curious story of home economics' contribution to women's careers in advertising, 1940s to 1960s / Kimberly Wilmot Voss -- A woman's place : career success and early twentieth century women's advertising clubs / Jeanie E. Wills -- Closing arguments : a feminist education for advertising students / Kim Golombisky -- About the editors and contributors.

---