

1. Record Nr.	UNINA9910255191303321
Titolo	Commercial Nationalism : Selling the Nation and Nationalizing the Sell / / edited by Zala Volcic, Mark Andrejevic
Pubbl/distr/stampa	London : , : Palgrave Macmillan UK : , : Imprint : Palgrave Macmillan, , 2016
ISBN	9781137500991 1137500999
Edizione	[1st ed. 2016.]
Descrizione fisica	1 online resource (x, 202 pages) : ill
Collana	Palgrave Studies in Communication for Social Change, , 2634-6400
Classificazione	LAW096000POL031000SOC052000
Disciplina	320.54
Soggetti	Information technology - Law and legislation Mass media - Law and legislation Political science Communication Economic development IT Law, Media Law, Intellectual Property Political Science Media and Communication Development Studies
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Machine generated contents note: -- 1. Introduction: Overview: origins, research, and theoretical considerations; Zala Volcic and Mark Andrejevic -- 2. Setting the Scene for Commercial Nationalism: the Nation, the Market and the Media; Graeme Turner -- 3. The Apologetic Brand: building Australia's brand on a post-colonial apology; Nicholas Carah and Eric Louw -- 4. Colombia was Passion: Commercial nationalism and the reinvention of Colombianness; Juan Sanin -- 5. The Chinese Dream: A Global-national Ideological Formation; Fan Yang -- 6. Personal wealth, national pride: Vietnamese television and commercial nationalism; Nguyen Thu Giang -- 7. Between building and branding the nation: citizens debating the new patriotism in Poland; Magdalena Kania-Lundholm -- 8. Borderless Nationalism: RAI's transnational Brand; Michela Ardizzoni -- 9. South African nation

branding and the World Cup: Promoting nationalism, nation branding, and the miracle nation discourse; Eric Louw -- 10. Exploiting Commercial Nationalism: Fox TV and the Deadlock of Affective Intelligence; Mark Andrejevic -- 11. Nation Branding and Commercial Nationalism: Notes For a Materialist Critique; Nadia Kaneva.

Sommario/riassunto

This book intervenes in discussions of the fate of nationalism and national identity by exploring the relationship between state appropriation of marketing and branding strategies on the one hand, and, on the other, the commercial mobilization of nationalist discourses.
