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Autore	Chambers Jason
Titolo	Madison Avenue and the Color Line : African Americans in the Advertising Industry / / Jason Chambers
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Nota di contenuto	Frontmatter -- Contents -- Introduction -- Chapter 1. The Rise of Black Consumer Marketing -- Chapter 2. The Jackie Robinsons of Advertising and Selling -- Chapter 3. Civil Rights and the Advertising Industry -- Chapter 4. Affirmative Action and the Search for White Collars -- Chapter 5. The Golden Age -- Epilogue -- Notes -- Index -- Acknowledgments
Sommario/riassunto	Until now, most works on the history of African Americans in advertising have focused on the depiction of blacks in advertisements. As the first comprehensive examination of African American participation in the industry, Madison Avenue and the Color Line breaks new ground by examining the history of black advertising employees and agency owners. For much of the twentieth century, even as advertisers chased African American consumer dollars, the doors to most advertising agencies were firmly closed to African American professionals. Over time, black participation in the industry resulted from the combined efforts of black media, civil rights groups, black consumers, government organizations, and black advertising and

marketing professionals working outside white agencies. Blacks positioned themselves for jobs within the advertising industry, especially as experts on the black consumer market, and then used their status to alter stereotypical perceptions of black consumers. By doing so, they became part of the broader effort to build an African American professional and entrepreneurial class and to challenge the negative portrayals of blacks in American culture. Using an extensive review of advertising trade journals, government documents, and organizational papers, as well as personal interviews and the advertisements themselves, Jason Chambers weaves individual biographies together with broader events in U.S. history to tell how blacks struggled to bring equality to the advertising industry.

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Schlesinger Andrea Batista

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Contents; Introduction: Questions and Power; Part I: Culture: Questions or Answers?; 1: Inquiry Is Risky, Resilience Is the Reward, and Other

Lessons from Childhood; 2: Ideological Segregation by Click and by Clique; 3: Consuming Opinion; 4: In Google We Trust; Part II: Schools: Citizens or Consumers?; 5: The Three Rs and a Why; 6: No Piggy Bank Left Behind; 7: Questioning the System, or Beating It?; 8: The Marxist, Anti-American Conspiracy to Convert Young People to Engaged Citizenship; Part III: Politics: Engaged or Connected?; 9: Black and White and Dead All Over

10: Who's Afraid of Virginia Youth?11: Lights, Camera, Debate!; Conclusion: A Call for Slow Democracy; Notes; Acknowledgments; Index; A; B; C; D; E; F; G; H; I; J; K; L; M; N; O; P; Q; R; S; T; U; V; W; Y; About the Author

Sommario/riassunto

In this impassioned critique of America's growing disengagement from civic life and ideals, Drum Major Institute Executive Director Andrea Batista Schlessinger dissects the forcible erosion of our youngest generation's capacity for inquiry and provides recommendations for restoring the social, educational and political infrastructures that are prerequisites for a healthy democracy.
