

1. Record Nr.	UNINA9910463393403321
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Titolo	Branded women in U.S. television : when people become corporations / / by Peter Bjelskou
Pubbl/distr/stampa	Lanham : , : Lexington Books, , [2015] ©2015
ISBN	1-4985-0738-7 0-7391-8794-5
Descrizione fisica	1 online resource (143 p.)
Collana	Critical studies in television
Disciplina	384.55/320820973
Soggetti	Product placement in mass media - Social aspects - United States Reality television programs - United States - History and criticism Branding (Marketing) - United States Television advertising - United States Television broadcasting - Social aspects - United States Women on television Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- From midcentury housewives to Martha Stewart: women and products as a staple in U.S. television -- Zeitgeist and camp at Bravo TV -- The entrepreneurial housewife: Jill Zarin and Alex McCord's branded versions of the domestic goddess -- The curious presence of the upper class in reality tv: Countess Luann De Lesseps and Sonja Tremont Morgan -- Embodying neoliberalism: Bethenny Frankel's Skinnygirl empire -- Conclusion.
Sommario/riassunto	<span><span>This book examines product placement and brand integration in U.S. television. Using examples from 1950s television sponsorship to </span><span style=""font-style:italic;"">The Real Housewives</span><span>, Bjelskou illustrates how the commercialization of TV proگرامing affects both formats and narratives and how these genres are in conversation with contemporary political and social environments.</span></span>

