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Autore	Garvey Ellen Gruber
Titolo	The adman in the parlor [[electronic resource]] : magazines and the gendering of consumer culture, 1880s to 1910s // Ellen Gruber Garvey
Pubbl/distr/stampa	New York, : Oxford University Press, 1996
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Descrizione fisica	1 online resource (241 p.)
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Soggetti	American fiction - 19th century - History and criticism Short stories - Publishing - United States - History - 19th century Periodicals - Publishing - Economic aspects - United States Popular literature - United States - History and criticism American fiction - 20th century - History and criticism Short stories, American - History and criticism Literature and society - United States - History Advertising, Magazine - United States - History Books and reading - United States - History Women consumers - United States - Attitudes Electronic books.
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 187-220) and index.
Nota di contenuto	Contents; Introduction; 1 Readers Read Advertising into Their Lives: The Trade Card Scrapbook; 2 Training the Reader's Attention: Advertising Contests; 3 ""The Commercial Spirit Has Entered In"": Speech, Fiction, and Advertising; 4 Reframing the Bicycle: Magazines and Scorching Women; 5 Rewriting Mrs. Consumer: Class, Gender, and Consumption; 6 ""Men Who Advertise"": Ad Readers and Ad Writers; Conclusion: Technology and Fiction; Notes; Index;

Sommario/riassunto

How did advertising come to seem natural and ordinary to magazine readers by the end of the nineteenth century? The Adman in the Parlor explores readers' interactions with advertising during a period when not only consumption but advertising itself became established as a pleasure. Garvey argues that readers' participation in advertising, rather than top-down dictation by advertisers, made advertising a central part of American culture. Garvey's analysis interweaves such texts and artifacts as advertising trade journals, magazines addressed to elite, middle class, and poorer readerships, scrapbooks, and

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Autore	UNINA9910557220303321
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Soggetti	Civil engineering, surveying and building
Lingua di pubblicazione	Inglese
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Sommario/riassunto	This eBook is a collection of articles from a Frontiers Research Topic. Frontiers Research Topics are very popular trademarks of the Frontiers Journals Series: they are collections of at least ten articles, all centered on a particular subject. With their unique mix of varied contributions from Original Research to Review Articles, Frontiers Research Topics unify the most influential researchers, the latest key findings and historical advances in a hot research area! Find out more on how to host your own Frontiers Research Topic or contribute to one as an author by contacting the Frontiers Editorial Office: frontiersin.org/about/contact