

1. Record Nr.	UNINA9910779265003321
Titolo	Utopian images and narratives in advertising [[electronic resource]] : dreams for sale // edited by Luigi Manca, Alessandra Manca, and Gail W. Pieper
Pubbl/distr/stampa	Lanham, Md., : Lexington Books, c2012
ISBN	1-280-77895-4 9786613689344 0-7391-7327-8
Descrizione fisica	1 online resource (297 p.)
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Disciplina	659.1/045553
Soggetti	Advertising - Psychological aspects Advertising - Social aspects Utopias Advertising and women
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	UTOPIAN IMAGES AND NARRATIVES IN ADVERTISING; Contents; Introduction: Probing Madison Avenue's Utopian Images and Narratives; The Portrayal of Utopian Spaces in Magazine Advertisements; Water, the All-Purpose Utopia; Women and Children in a Fragile Paradise; Welcome (Back) to the Brotherhood: Nostalgia, Masculinity, and the Selling of the Mitchum Man; Absolute Utopia: Advertising the American Dream "In an Absolut World"; Utopia on the Common Ground: Norman Rockwell's Breaking Home Ties; Utopian Images and Gender in Web-Based Advertisements: A View from the Starting Line Jungian Archetypes in Advertising Imagery Selling the Good Old Days: Images of Community Life in Contemporary American Advertising; Masculine and Feminine Images in Italian Magazine Advertising; Black Face-White Utopia: Reflections on African-Americans, Utopia, and Advertising; Utopian Scenarios in Hispanic Advertisements: People en Espanol; Advertising, Neoliberalism, and the Financial Collapse of 2008;

Living in Worlds We'd Like to Live In: Capitalist Utopias in an Age of Counterfactuality; The Four Women of the Apocalypse: Utopia or Dystopia?; Index; About the Contributors

Sommario/riassunto

Utopian Images and Narratives in Advertising: Dreams for Sale, edited by Luigi Manca, Alessandra Manca, and Gail W. Pieper, is a collection of essays which examine narratives created on the advertising page, with special focus on gender images. Through a cross-disciplinary investigation, this collection offers a varied analysis of advertising and mass media which are important for students and scholars alike.
