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	Autore	Lussu, Joyce
	Titolo	Fronti e frontiere / Joyce Lussu
	Pubbl/distr/stampa	Bergamo : Edizioni U, 1935
	Descrizione fisica	241 p. ; 18 cm.
	Collana	Collana della liberazione ; 1
	Lingua di pubblicazione	Italiano
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
2.	Record Nr.	UNINA9910780156803321
	Titolo	Advertising and identity in Europe [[electronic resource] ] : the I of the beholder / / edited by Jackie Cannon, Patricia Anne Odber de Baubeta, Robin Warner
	Pubbl/distr/stampa	Bristol ; ; Portland, OR, : Intellect, 2000
	ISBN	1-280-47652-4 9786610476527 1-84150-872-1
	Descrizione fisica	1 online resource (146 p.)
	Altri autori (Persone)	CannonJackie BaubetaPatricia Anne Odber de <1953-> WarnerIan Robin <1940->
	Disciplina	659.1042094 659.1094
	Soggetti	Advertising - Social aspects - Europe Identity (Psychology) - Europe
	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.

## Nota di contenuto

Preliminaries; Contents; Acknowledgements; Preface; 1 Image and Spanish Country of Origin Effect; 2 Supra-Nationality and Sub-Nationality in Spanish Advertising; 3 'Danes don't tell lies': On the Place of 'Made In' Advertising in a Post- National Trading Environment; 4 Rhetorical Devices In Television Advertising; 5 Voices with or without Faces: Address and Reader Participation in Recent French Magazine Advertising; 6 What makes a Promotional Brochure Persuasive?: A Contrastive Analysis of Writer Self-reference in a Corpus of French and English Promotional Brochures  
7 This is your Lifestyle: Self-Identity and Coherence in some English and Spanish Advertisements  
8 The Dull, the Conventional and the Sexist: Portuguese Wine Advertising; 9 Spreading the Word and Sticking Your Tongue Out: The Dual Rhetoric of Language Advertising in Catalan; 10 Discovering Advertising; 11 Whose Prize is it Anyway?: Press Coverage of the 1998 Nobel Prize-Winner for Literature; 12 Nation and Nostalgia: The Place of Advertising in Popular Fictions; 13 Beyond the Modern and the Postmodern: European Soap Operas and their Adverts  
14 Fools, Philosophers and Fanatics: Modes of Masculinity in World Cup-Related Advertising

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## Sommario/riassunto

As European Business ties develop, how are they reflected in the way companies promote themselves? And as our sense of group identity is broken down by global communications technologies, how do adverts continue to target mass audiences? This is the first analysis of the impact of advertising, in terms of culture and of business, across the national boundaries of Europe. With examples from Siberia to the Iberian Peninsula, chapters explore the different constructions of regional, national, social and sexual identities exploited by advertisers to render their messages effective. They also cons

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