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Nota di contenuto

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7 This is your Lifestyle: Self-Identity and Coherence in some English and Spanish Advertisements8 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

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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