

1. Record Nr.	UNINA9910786321103321
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Titolo	Advertising myths : the strange half-lives of images and commodities / / Anne M. Cronin
Pubbl/distr/stampa	London ; ; New York, : , : Routledge, , 2004
ISBN	1-135-14149-5 1-283-84290-4 1-135-14141-X 0-203-60368-0
Descrizione fisica	1 online resource (166 p.)
Collana	International library of sociology
Disciplina	659.1/042 659.1042
Soggetti	Advertising - Social aspects Consumer behavior Consumption (Economics) - Social aspects
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 (p. [137]-147) and index.
Nota di contenuto	Cover; Advertising Myths: The strange half-lives of images and commodities; Copyright; Contents; Figures; Acknowledgements; Abbreviations; Introduction; 1 Images, commodities and compulsions: Consumption controversies of the nineteenth century; Commodities, consuming pathologies and the useless object; Advertising and the dialectical image; Signs of the times? Gender, commodities and modernity; 2 Advertising as site of contestation: Criticisms, controversy and regulation; Regulating culture; Instituting beliefs: trade associations and non-governmental organizations; Legislating advertising 3 Advertising agencies: Commercial reproduction and the management of belief Advertising effects and agencies' self-promotional practices; Regulation, promotional rhetoric and commercial practice; Controversies and regulation; Understanding advertising; 4 Animating images: Advertisements, texts, commodities; Text, commodity, pathology; Antidotes to advertising and the maladies of representation; Commodities, persons and ownership; 5 Advertising reconsidered;

Cultures of addiction? Consumption, representation and crisis rhetoric;
A politics of synthetics; Advertising and taxonomy; Notes
BibliographyIndex

Sommario/riassunto

Advertising is often portrayed negatively, as corrupting a mythically pure relationship between people and things. In Advertising Myths Anne Cronin argues that it is better understood as a 'matrix of transformation' that performs divisions in the social order and arranges classificatory regimes. Focusing on consumption controversies, Cronin contends that advertising is constituted of 'circuits of belief' that flow between practitioners, clients, regulators, consumers and academics. Controversies such as those over tobacco and alcohol advertising, she argues, distil these beliefs and a
