

1. Record Nr.	UNINA9910786604103321
Autore	Davis Simone Weil <1957->
Titolo	New Americanists : Living Up to the Ads : Gender Fictions of the 1920s [[electronic resource]]
Pubbl/distr/stampa	Durham, NC, USA, : Duke University Press, 20000301 Duke University Press
ISBN	0-8223-7764-0
Descrizione fisica	1 online resource (263 p.)
Collana	New Americanists Living up to the ads
Disciplina	659.1/042
Soggetti	SOCIAL SCIENCE Gender Studies Sex role in advertising - History - 20th century - United States Sex role in literature Commerce Business & Economics Advertising
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di contenuto	Frontmatter -- Contents -- Acknowledgments -- Introduction -- Chapter 1 Doubled Truth -- Chapter 2 The Pep Paradigm -- Chapter 3 "Complex Little Femmes" -- Chapter 4 "Lending an Air of Importance" -- Chapter 5 In the Tutu or out the Window -- Epilogue -- Notes -- Bibliography -- Index
Sommario/riassunto	In Living Up to the Ads Simone Weil Davis examines commodity culture's impact on popular notions of gender and identity during the 1920s. Arguing that the newly ascendant advertising industry introduced three new metaphors for personhood—the ad man, the female consumer, and the often female advertising model or spokesperson—Davis traces the emergence of the pervasive gendering of American consumerism. Materials from advertising firms—including memos, manuals, meeting minutes, and newsletters—are considered alongside the fiction of Sinclair Lewis, Nella Larsen, Bruce Barton, F. Scott Fitzgerald, and Zelda Fitzgerald. Davis engages such books as Babbitt, Quicksand, and Save Me the Waltz in original and imaginative ways, asking each to

participate in her discussion of commodity culture, gender, and identity. To illuminate the subjective, day-to-day experiences of 1920s consumerism in the United States, Davis juxtaposes print ads and industry manuals with works of fiction. Capturing the maverick voices of some of the decade's most influential advertisers and writers, Davis reveals the lines that were drawn between truths and lies, seduction and selling, white and black, and men and women. Davis's methodology challenges disciplinary borders by employing historical, sociological, and literary practices to discuss the enduring links between commodity culture, gender, and identity construction. *Living Up to the Ads* will appeal to students and scholars of advertising, American studies, women's studies, cultural studies, and early-twentieth-century American history.

2. Record Nr.	UNICAMPANIAVAN00123550
Autore	Ortega, Ynés R.
Titolo	Cyclospora cayetanensis as a Foodborne Pathogen / Ynés R. Ortega, Lucy J. Robertson
Pubbl/distr/stampa	Cham, : Springer, 2017
Descrizione fisica	X, 65 p. : ill. ; 24 cm
Altri autori (Persone)	Robertson, Lucy J.
Disciplina	660.62 660.6 540 641.3
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia