

1. Record Nr.	UNINA9910792556303321
Autore	Applequist Janelle
Titolo	Broadcast pharmaceutical advertising in the United States : primetime pill pushers / / Janelle Applequist, Ph.D
Pubbl/distr/stampa	Lanham, Maryland : , : Lexington Books, , 2016 ©2016
ISBN	1-4985-3952-1
Descrizione fisica	1 online resource (169 pages) : illustrations, tables
Disciplina	659.1961519
Soggetti	Advertising - Drugs United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The nature of the pharmaceutical advertising industry : direct-to-consumer advertising in the United States -- Theoretical foundations : toward an analysis of DTCA -- Analyses of DTCA on primetime television -- DTC advertisements : a triangulated approach -- The commercial elements of constructing a drug : a textual analysis of a Yaz advertisement -- Looking forward.