

1. Record Nr.	UNINA9910819855603321
Titolo	Protest cultures [[electronic resource]] : a companion // edited by Kathrin Fahlenbrach, Martin Klimke, and Joachim Scharloth
Pubbl/distr/stampa	New York ; ; Oxford, [England] : , : Berghahn, , 2016 ©2016
ISBN	1-78533-149-3
Descrizione fisica	1 online resource (568 p.)
Collana	Protest, Culture & Society ; ; v.17
Classificazione	LB 47000
Disciplina	303.48/4
Soggetti	Protest movements - History Demonstrations - History
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 at the end of each chapters and index.
Nota di contenuto	Title Page; Table of Contents; List of Figures; List of Tables; Acknowledgments; Introduction; Part I. Perspectives on Protest; Chapter 1. Protest in Social Movements; Chapter 2. Protest Cultures in Social Movements; Chapter 3. Protest in the Research on Sub- and Countercultures; Chapter 4. Protest as Symbolic Politics; Chapter 5. Protest and Lifestyle; Chapter 6. Protest as Artistic Expression; Chapter 7. Protest as a Media Phenomenon; Part II. Morphology of Protest: Constructing Reality; Chapter 8. Ideologies/Cognitive Orientation; Chapter 9. Frames and Framing Processes Chapter 10. Cultural MemoryChapter 11. Narratives; Chapter 12. Utopia; Chapter 13. Identity; Chapter 14. Emotion; Chapter 15. Commitment; Part III. Morphology of Protest: Media; Chapter 16. Body; Chapter 17. Dance as Protest; Chapter 18. Violence/Militancy; Chapter 19. The Role of Humor in Protest Culture; Chapter 20. Fashion in Social Movements; Chapter 21. Action's Design; Chapter 22. Alternative Media; Chapter 23. Graffiti; Chapter 24. Posters and Placards; Chapter 25. Images and Imagery of Protest; Chapter 26. Typography and Text Design; Chapter 27. Political Music and Protest Song Part IV. Morphology of Protest: Domains of Protest ActionsChapter 28. The Public Sphere; Chapter 29. Public Space; Chapter 30. Everyday Life; Chapter 31. Cyberspace; Part V. Morphology of Protest: Re-Presentation

of Protest; Chapter 32. Witness and Testimony; Chapter 33. Media Coverage; Chapter 34. Archives; Part VI. Pragmatics of Protest: Protest Practices; Chapter 35. Uttering; Chapter 36. Street Protest; Chapter 37. Insult and Devaluation; Chapter 38. Public Debating; Chapter 39. Media Campaigning; Chapter 40. Theatrical Protest; Chapter 41. Movie/Cinema; Chapter 42. Civil Disobedience Chapter 43. Creating Temporary Autonomous ZonesChapter 44. Mummery; Chapter 45. Recontextualization of Signs and Fakes; Chapter 46. Clandestinity; Chapter 47. Violence/Destruction; Part VII. Pragmatics of Protest: Reactions to Protest Actions; Chapter 48. Political and Institutional Confrontation; Chapter 49. Suppression of Protest; Chapter 50. Cultural Conflicts in the Discursive Field; Chapter 51. Assimilation of Protest Codes; Chapter 52. Corporate Reactions; Part VIII. Pragmatics of Protest: Long-Term Consequences; Chapter 53. Biographical Impact; Chapter 54. Changing Gender Roles Chapter 55. Founding of MilieusChapter 56. Diffusion of Symbolic Forms; Chapter 57. Political Correctness; Index

Sommario/riassunto

Protest is a ubiquitous and richly varied social phenomenon, one that finds expression not only in modern social movements and political organizations but also in grassroots initiatives, individual action, and creative works. It constitutes a distinct cultural domain, one whose symbolic content is regularly deployed by media and advertisers, among other actors. Yet within social movement scholarship, such cultural considerations have been comparatively neglected. *Protest Cultures: A Companion* dramatically expands the analytical perspective on protest beyond its political and sociological aspects. It combines cutting-edge synthetic essays with concise, accessible case studies on a remarkable array of protest cultures, outlining key literature and future lines of inquiry.

2. Record Nr.	UNINA9910822213803321
Autore	Harris Ralph
Titolo	Advertising in a free society // Ralph Harris, Arthur Seldon ; with an introduction by Christopher Snowdon
Pubbl/distr/stampa	London, England : , : The Institute of Economic Affairs, , 2014 ©2014
ISBN	0-255-36667-1
Descrizione fisica	1 online resource (206 p.)
Collana	Hobart Papers
Disciplina	659.132
Soggetti	Advertising - Great Britain Capitalism - Social aspects Freedom of speech
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	The author; Foreword; Summary; Part 1; Introduction to Advertising in a Free Society; Christopher Snowdon; Background; The economic evidence; Economic evidence: the consumer; Economic evidence: the producer; Does advertising create monopolies?; Advertising and market power; Widening the extent of the market; Brand loyalty, added value and manipulation; Added value and brand loyalty; The manipulation of consumers?; Does nanny know best?; Social criticisms of advertising; Advertising and single issue campaigners; Advertising, smoking, drinking and public health; The 'tyranny' of choice Truth in advertisingReferences; Part 2; Advertising in a Free Society: The Condensed Version; Ralph Harris and Arthur Seldon; About the condensed version; What they have said; Original acknowledgement; Introduction; The need for advertising; Costs of marketing; The mass market; A national press; Branded goods; Revolution in retailing; Early examples and excesses; Advertising arrives; The critics; The classical critics; The left-wing critics; Retailer domination; The criticism examined: information or persuasion?; New wants; How much information?; Oligopoly: who dominates whom? Long-term competitionInnovation; Freedom of choice; The claims; Reducing costs; Alternative methods; Stimulating demand; Reducing fluctuations; Competition and choice; Too much innovation?; A

guarantee of quality and value?; Advertising as an incentive; Worlds to conquer; Sovereign or puppet?; Sovereignty in theory; Sovereignty in practice: consumer and citizen; Satisfaction for consumers; Let the advertiser beware; The role of the consumer; Let the buyer beware; Appendix A: The detergent halo; Appendix B: 'Hidden persuasion'; Appendix C: Political advertising; Appeals to hope
Appeals to fearThe 1956 version of truth in Labour propaganda; Appendix D: A subsidised press?; Appendix E: Restrictive practices in printing and their effects on advertising costs; Appendix F: The battle for commercial television - who was right?; Forecasts; Results; References

Sommario/riassunto

This new version of 'Advertising in a Free Society' is valuable reminder of the fundamental role advertising plays in society. Although the criticisms aimed towards it, which Ralph Harris and Arthur Seldon aimed to dispel over half a century ago, continue to gain support, policy makers and campaigners risk undermining our freedom if they continue this crusade against the advertising industry. We should celebrate the fact that advertising empowers the everyday shopper, rather than undermining both businesses and consumers through constraining the industry.
