1. Record Nr. UNINA9910823884503321 Autore Perry Nick Titolo Dominion of Signs: Television, Advertising and Other New Zealand **Fictions** Pubbl/distr/stampa Auckland,: Auckland University Press, 2013 **ISBN** 1-77558-640-5 Descrizione fisica 1 online resource (175 p.) 993 Disciplina Soggetti Advertising -- Social aspects -- New Zealand Mass media -- Social aspects -- New Zealand New Zealand -- Civilization Popular culture -- New Zealand Popular culture - Social aspects - New Zealand Mass media - Social aspects - New Zealand Advertising - New Zealand History & Archaeology Regions & Countries - Australia & Pacific Islands - Oceania Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Description based upon print version of record. Note generali Nota di contenuto Cover; Copyright; Dedication; Contents; Acknowledgements; Preface; 1 Introduction: Does the Book Stop Here?; 2 Cinderella and the Silver Mercedes: Popular Culture and the Construction of National Identity: 3 Toyota Country and Toyota City: Urbanism and the Representation of Community; 4 Restricted Vision: Images of Australia in New Zealand Television Commercials: 5 Black to the Future: 6 Am I Rite? Or Am I Write? Or Am I Right? A New Zealand Reading of The Singing Detective; 7 Flying by Nets: The Social Pattern of New Zealand Fiction 8 Millennial Pursuit: From the Listener's 'Man Alone' to Theory K's Scout TroopReferences; Index; A; B; C; D; E; F; G; H; I; J; K; L; M; N; O; P; Q; R; S; T; U; W; Y; Z Sommario/riassunto <DIV></DIV>If you have ever wondered what led to the rise and fall of

New Zealand's Telethon, or pondered the appeal of Metro magazine, or sought to understand the popularity of Billy T. James, this book is for

you. The Dominion of Signs is a brilliant and provocative commentary on contemporary New Zealand culture.