

1. Record Nr.	UNINA9910972500103321
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Titolo	Advertising, the uneasy persuasion : its dubious impact on American society / / Michael Schudson
Pubbl/distr/stampa	Oxfordshire, England ; ; New York, : Routledge, c1993 Abingdon, Oxon : , : Routledge, , 2013
ISBN	9780203582749 0203582748 9781136668180 1136668187
Edizione	[1st ed.]
Descrizione fisica	1 online resource (xxiv, 308 p.)
Collana	Routledge Library Editions: Advertising ; ; Volume 6
Disciplina	659.1/042/0973
Soggetti	Advertising - United States - History
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	First published in 1993 by Routledge.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. The advertiser's perspective -- 2. What advertising agencies know -- 3. The consumer's information environment -- 4. An anthropology of goods -- 5. Historical roots of consumer culture -- 6. The emergence of new consumer patterns : a case study of the cigarette -- 7. Advertising as capitalist realism -- 8. An evaluation of advertising.
Sommario/riassunto	What does advertising do? Is it the faith of a secular society? If so, why does it inspire so little devotion? Advertising, the Uneasy Persuasion is a clear-eyed account of advertising as both business and social institution. Instead of fuelling the moral indignation surrounding the industry, or feeding fantasies of powerful manipulators, Michael Schudson presents a clear assessment of advertising in its wider sociological and historical framework, persuasively concluding that advertising is not nearly as important, effective, or scientifically founded as either its advocates or its critics imagine.