SEX
in CONSUMER CULTURE

SVEDKA

THE EROTIC CONTENT OF MEDIA AND MARKETING

Edited by
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Sex In Consumer Culture The Erotic Content Of Media And Marketing

Allan J. Kimmel

Sex In Consumer Culture The Erotic Content Of Media And Marketing:

  Sex in Consumer Culture Tom Reichert,Jacqueline Lambiase,2013-10-18 Sex in Consumer Culture The Erotic Content of Media and Marketing considers the use of sex to promote brands magazines video games TV programming music and movies Offering both quantitative and qualitative perspectives from leading scholars in a variety of disciplines this volume addresses a range of integral issues such as media promotion racial representations appeals to gay and lesbian communities content analyses and case studies Chapters represent diverse perspectives addressing such questions as What happens when sexual content created for adults reaches children What meaning do sexual words and images have within the contexts of sporting events trade shows video games personal ads or consumer Web sites What effects might sex tinged images have on audiences and where should the focus be for new effects research Where are the current boundaries between pornography and mainstream sexual depictions Exploring sexual information as it is used in mass media to sell products and programs Sex in Consumer Culture is an important collection and it will be of great interest for scholars and students in advertising marketing media promotion persuasion mass communication society and gender studies   **Sex in Consumer Culture** Tom Reichert,Jacqueline Lambiase,2013-10-18 Sex in Consumer Culture The Erotic Content of Media and Marketing considers the use of sex to promote brands magazines video games TV programming music and movies Offering both quantitative and qualitative perspectives from leading scholars in a variety of disciplines this volume addresses a range of integral issues such as media promotion racial representations appeals to gay and lesbian communities content analyses and case studies Chapters represent diverse perspectives addressing such questions as What happens when sexual content created for adults reaches children What meaning do sexual words and images have within the contexts of sporting events trade shows video games personal ads or consumer Web sites What effects might sex tinged images have on audiences and where should the focus be for new effects research Where are the current boundaries between pornography and mainstream sexual depictions Exploring sexual information as it is used in mass media to sell products and programs Sex in Consumer Culture is an important collection and it will be of great interest for scholars and students in advertising marketing media promotion persuasion mass communication society and gender studies   **Investigating the Use of Sex in Media Promotion and Advertising** Tom Reichert,2019-01-15 The latest scholarship on one of today s most pressing issues Today it is obvious that sexual content is a prevalent aspect of the media and that the intensity of this content has increased in recent years Less obvious however are the direct effects the strategic use of sexual content has on audiences Investigating the Use of Sex in Media Promotion and Advertising presents the latest scholarship on the role of sex in the most common media outletstelevision programming radio shock jocks music videos magazines and advertising The eye opening contributions from over a dozen recognized experts in the field provide useful empirical evidence on media conveyed sexual stimuli and look toward moving the public dialogue on sex in the media further along Often opinions regarding sex in the media have little or

no scientific grounding and even when scientific grounded arguments are offered they suffer from wide gaps in research based knowledge Investigating the Use of Sex in Media Promotion and Advertising is the important compilation that fills these knowledge gaps In delving into this pressing issue it not only offers timely findings that provide an indication of the nature prevalence and effects of sexual information when used as a promotional tool but suggests new directions for the study of sex and media as well This informative text is also extensively referenced and features numerous tables to clearly present research data Chapters in Investigating the Use of Sex in Media Promotion and Advertising examine the nature and extent of sexually appealing newscasters primarily on cable news programs commentary and camera angles of women s sporting events in the 2004 Summer Olympic Games the efficacy of both sexual content and sexual self schema on consumers attitudes toward promotional announcements advertised programs viewing intention and self reported arousal the history and content analysis of shock jock radio like the Howard Stern and the Bob Tom shows the relationship among sexual content in music videos viewer enjoyment and actual product purchase intention Maxim magazine s cover formula and the competitive response from other men s lifestyle magazines the efficacy of men s magazines sexual cover models on consumer outcome variables including interest and purchase intention an international perspective of nudity in advertising in magazines versus on television a case study of the sexual appeals used in several billboard ads for the Hard Rock Hotel and Casino in Las Vegas and much more Filled with insightful and groundbreaking information Investigating the Use of Sex in Media Promotion and Advertising is a vital resource for advertising and media professionals as well as educators and upper level and graduate students in media communications and advertising programs   Sex in Consumer Culture: Sexualizing products ,2012   **The Routledge Companion to Marketing and Feminism** Pauline Maclaran,Lorna Stevens,Olga Kravets,2022-02-25 This comprehensive and authorative sourcebook offers academics researchers and students an introduction to and overview of current scholarship at the intersection of marketing and feminism In the last five years there has been a resurrection of feminist voices in marketing and consumer research This mirrors a wider public interest in feminism particularly in the media as well as the academy with younger women discovering that patriarchal structures and strictures still limit women s development and life opportunities The F word is back on the agenda made high profile by campaigns such as MeToo and TimesUp There is a noticeably renewed interest in feminist scholarship especially amongst younger scholars and significantly insightful interdisciplinary critiques of this new brand of feminism including the identification of a neoliberal feminism that urges professional women to achieve a work family balance on the back of other women s exploitation Consolidating existing scholarship while exploring emerging theories and ideas which will generate further feminist research this volume will be of interest to researchers academics and students in marketing and consumption studies especially those studying or researching the complex inter relationship of feminism and marketing   **New Perspectives in Critical Marketing and Consumer Society** Elaine Ritch,Jennifer Brown,Julie McColl,Margie

Shields,2024-11-26 This book adopts a unique perspective in critically evaluating new perspectives of marketing that fall within ethical constructs including EDI equality diversity and inclusivity gendered implications and perspectives sustainability people and planet and intersections with consumer culture Marketing is often criticised as being commercially focused profit over people This book suggest that marketers could and should include consideration for progressive societal discourse and provides examples of how this can be conceptualised within current markets by using contemporary marketing examples and insights from consumer society This edited collection of chapters addresses topical events from the Met Gala to the FIFA World Cup as well as examining the music fashion and media industries to reflect upon the way in which societal ideologies and discourse are evolving It offers a new contemporary lens through which marketing can be understood within consumer society The book will be of interest to undergraduate and postgraduate business and marketing students academics seeking to develop the curriculum lecture content and assessment design and marketers practitioners who want to engage with topical marketing discourse It provides a glimpse into the future of markets and marketing **Marketing Communication** Allan J. Kimmel,2005 Divided into three parts this book provides cutting edge perspectives from both academics and practitioners on the analysis of developments in all areas of marketing communication <u>Sexuality in Marketing and Consumption</u> Athanasia Daskalopoulou,Daniela Pirani,Jacob Ostberg,2024-08-09 This volume provides an in depth examination of the role of sexuality in consumers life course and in the marketing of products and services Leading scholars in the field define the most up to date picture of theories of sexuality in marketing and consumer research mapping the topic through diverse theoretical lenses addressing queer and feminist research and putting sexuality and consumption in context The book brings together leading international marketing scholars to build on the growing interest in theories of sexuality queer theory and intersectionality which are gaining more interest among institutions and researchers interested in equality and diversity While this book builds on existing expertise in consumer culture scholarship it is the first time a marketing book focuses on sexuality adding value to the existing repertoire in gender and feminist literature The chapters are organised into three key sections Part 1 maps the marketing and consumer research field discussing how sexuality can be studied through different lenses Part 2 focuses on queer and feminist theorising drawing on LGBTQIA theory queer theory and theories of intersectionality to analyse how overlapping social categories interact to influence consumer behaviour identity and experiences in the marketplace and Part 3 explores the personal and social aspects of sexuality offering a broad overview of issues of gender and sexuality digitalisation and the sexual body This text will be of direct interest to scholars and researchers within the fields of marketing consumer research sociology and media studies The aim of this book is to help scholars and students to develop a broader understanding about the interplay between sexuality society and the market <u>Advertising and Violence</u> Nora J. Rifon,Marla B. Royne,Les Carlson,2014-07-31 Advertising and Violence identifies and analyzes the important issues related to violence in advertising and its overall effects on society The book is based on a

widely cited special issue of the Journal of Advertising and includes eight new chapters that expand the book s coverage

<u>Screening Gender on Children's Television</u> Dafna Lemish,2010-04-05 This book offers readers insights into the transformations taking place in the presentation of gender portrayals in television productions aimed at younger audiences

Consuming Families Jo Lindsay,JaneMaree Maher,2013 This book explores contemporary families as sites of consumption examining the changing contexts of family life where new forms of family are altering how family life is practised and produced and addressing key social issues childhood obesity alchohol and drug addiction social networking viral marketing that put pressure on families as the social economic and regulatory environments of consumption change

<u>Imagining Organizations</u> Paolo Quattrone,Nigel Thrift,Chris Mclean,Francois-Regis Puyou,2013-06-17 Organizations rely extensively upon a myriad of images and pictorial representations such as budgets schedules reports graphs and organizational charts to name but a few Visual images play an integral role in the process of organizing This volume argues that images in organizations are performative meaning that they can be seen as performances rather than mere representations that play a significant role in all kind of organizational activities Imagining Organizations opens up new ways of imagining business through an interdisciplinary approach that captures the role of visualizations and their performances Contributions to this volume challenge this orthodox view to explore how images in business organizing and organizations are viewed in a static and rigid form Imagining Business addresses the question of how we visualize organizations and their activities as an important aspect of managerial work focusing on practices and performances organizing and ordering and media and technologies Moreover it aims to provide a focal point for the growing collection of studies that explore how various business artifacts draw on the power of the visual to enable various forms of organizing and organizations in diverse contexts   <u>Popular Culture, Political Economy and the Death of Feminism</u> Penny Griffin,2015-06-05 While some have argued that we live in a postfeminist era that renders feminism irrelevant to people s contemporary lives this book takes feminism the source of eternal debate contestation and ambivalence and situates the term within the popular cultural practices of everyday life It explores the intimate connections between the politics of feminism and the representational practices of contemporary popular culture examining how feminism is made sensible through visual imagery and popular culture representations It investigates how popular culture is produced represented and consumed to reproduce the conditions in which feminism is valued or dismissed and asks whether antifeminism exists in commodity form and is commercially viable Written in an accessible style and analysing a broad range of popular culture artefacts including commercial advertising printed and digital news related journalism and commentary music film television programming websites and social media this book will be of use to students researchers and practitioners of International Relations International Political Economy and gender cultural and media studies   **Encyclopedia of Consumer Culture** Dale Southerton,2011-09-15 The three volume Encyclopedia of Consumer Culture covers consuming societies around the world

from the Age of Enlightenment to the present and shows how consumption has become intrinsic to the world s social economic political and cultural landscapes Offering an invaluable interdisciplinary approach this reference work is a useful resource for researchers in sociology political science consumer science global studies comparative studies business and management human geography economics history anthropology and psychology The first encyclopedia to outline the parameters of consumer culture the Encyclopedia of Consumer Culture provides a critical scholarly resource on consumption and consumerism over time Some of the topics included are Theories and concepts Socio economic change i e social mobility Socio demographic change i e immigration aging Identity and social differentiation i e social networks Media i e broadcast media Style and taste i e fashion youth culture Mass consumptions i e retail culture Ethical Consumption i e social movements Civil society i e consumer advocacy Environment i e sustainability Domestic consumption i e childhood supermarkets Leisure i e sport tourism Technology i e planned obsolescence Work i e post industrial society Production i e post fordism global economy Markets i e branding Institutions i e religion Welfare i e reform distribution of resources Urban life i e suburbs   **Advertising and Reality** Amir Hetsroni,2012-11-02 Advertising and Reality A Global Study of Representation and Content offers for the first time an extensive study of the way our life is represented in advertising Leading scholars from different countries who specialize in marketing communication and media studies review and analyze different advertising contents and give us a truly cross cultural view of the matter Among the contents that are thoroughly discussed throughout the book one finds sexuality violence family activities gender roles vocations minorities roles periodical reconstruction and more This book provides an up to date picture of the way modern life is portrayed in the most popular format of marketing communication worldwide   **Production & Consumption of Music** Alan Bradshaw,Avi Shankar,2014-01-02 This collection considers music within the spheres of production and consumption and pulls together an interdisciplinary collection of music studies from around the world ranging from an ethnomusicological analysis of the condition of Tibetan music and its role within the Chinese state the changing reception of anti apartheid music by white musicians in South Africa according to new configurations of society and its memory of recent history a lyrical exploration of jazz as a signifier of crime and other nefarious activities within film history an analysis of how music charts and maps the social network and gender roles in Jamaica and a landmark commentary on how music is framed by David Hemsondalgh As opposed to other studies which explore music just in terms of its reception or its composition and distribution this collection should make necessary reading for anybody interested in the wider nexus of music s existence and how it waxes and wanes with ideology politics gender business and much more besides   **Part-Time Perverts** Lauren Rosewarne,2011-04-19 This book offers an erudite yet highly accessible exploration of the presence of sexual perversion in popular culture and its manifestation in everyday life An interdisciplinary exploration of sexual perversion in everyday life Part Time Perverts Sex Pop Culture and Kink Management starts from the premise that for better or worse everyone is exposed to a continual

barrage of representations of sexual perversion both subliminal and overt Our involvement Dr Lauren Rosewarne contends is universal but our management strategies cover a spectrum of behavioral possibilities from total repression to total immersion It is those strategies that she examines here Drawing on her own experience as well as on pop culture and a multidisciplinary mix of theory Rosewarne shifts the discussion of perversion away from the traditional psychological and psychiatric focus and instead explores it through a feminist lens as a social issue that affects everyone Her book examines representations of perversion from suppression to dabbling to full body immersion and proposes a classification for perversion management and charts the diverse strategies we use to manage and perhaps enjoy exposure *Media, Culture and Human Violence* Jeff Lewis,2015-11-18 Humans of the advanced world are the most violent beings of all times This violence is evident in the conditions of perpetual warfare and the accumulation of the most powerful and destructive arsenal ever known to humankind It is also evident in the devastating impact of advanced world economy and cultural practices which have led to ecological devastation and the current era of mass species extinction one of only six mass extinction events in planetary history and the only one caused by the actions of a single species humans This violence is manifest in our interpersonal relationships and the ways in which we organize ourselves through hierarchical systems that ensure the wealth and privilege of some against the penury and misery of others In this new and highly original book Jeff Lewisargues that violence is deeply inscribed in human culture thinking and expressive systems media Lewis contends that violence is not an inescapable feature of an aggressive human nature Rather violence is laced through our desires and dispositions to communalism and expressive interaction From the near extinction of all Homo sapiens around 74 000 years ago the invention of culture and media enabled humans to imagine and articulate particular choices and pleasures Organized intergroup violence or warfare emerged through the exercise of these choices and their expression through larger and increasingly complex human societies This agitation of amplified desire hierarchical social organization and mediated knowledge systems has created a cultural volition of violent complexity which continues into the present Media Culture and Human Violence examines the current conditions of conflict and harm as an expression of our violent complexity **The Routledge Handbook of Magazine Research** David Abrahamson,Marcia R. Prior-Miller,2015-06-05 Scholarly engagement with the magazine form has in the last two decades produced a substantial amount of valuable research Authored by leading academic authorities in the study of magazines the chapters in The Routledge Handbook of Magazine Research not only create an architecture to organize and archive the developing field of magazine research but also suggest new avenues of future investigation Each of 33 chapters surveys the last 20 years of scholarship in its subject area identifying the major research themes theoretical developments and interpretive breakthroughs Exploration of the digital challenges and opportunities which currently face the magazine world are woven throughout offering readers a deeper understanding of the magazine form as well as of the sociocultural realities it both mirrors and influences The book includes six sections Methodologies and structures presents theories and models for

magazine research in an evolving global context Magazine publishing the people and the work introduces the roles and practices of those involved in the editorial and business sides of magazine publishing Magazines as textual communication surveys the field of contemporary magazines across a range of theoretical perspectives subjects genre and format questions Magazines as visual communication explores cover design photography illustrations and interactivity Pedagogical and curricular perspectives offers insights on undergraduate and graduate teaching topics in magazine research The future of the magazine form speculates on the changing nature of magazine research via its environmental effects audience and transforming platforms   **Gender, Culture, and Consumer Behavior** Cele Otnes,Linda Tuncay-Zayer,2012 First Published in 2012 Routledge is an imprint of Taylor Francis an informa company

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Sex In Consumer Culture The Erotic Content Of Media And Marketing Introduction

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