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ADVERTISING AND CONSUMER ACTIVISM, 1935-1947 KATHY M. NEWMAN

RADIO ACTIVE

Radio Active Advertising And Consumer Activism 1935 1947

Karen Halttunen



Radio Active Advertising And Consumer Activism 1935 1947:

Radio Active Kathleen M. Newman, 2004-05-17 Publisher Description *Adman's Dilemma* Paul Rutherford, 2018-01-01

The *Adman's Dilemma* is a cultural biography that explores the rise and fall of the advertising man as a figure who became effectively a licensed deceiver in the process of governing the lives of American consumers. Apparently this personage was caught up in a contradiction both compelled to deceive yet supposed to tell the truth. It was this moral condition and its consequences that made the adman so interesting to critics, novelists, and eventually filmmakers. The biography tracks his saga from its origins in the exaggerated doings of P. T. Barnum, the emergence of a new profession in the 1920s, the heyday of the adman's influence during the post-WW2 era, the later rebranding of the adman as artist, until the apparent demise of the figure symbolized by the triumph of that consummate huckster, Donald Trump. In *The Adman's Dilemma*, author Paul Rutherford explores how people inside and outside the advertising industry have understood the conflict between artifice and authenticity. The book employs a range of fictional and nonfictional sources, including memoirs, novels, movies, TV shows, websites, and museum exhibits, to suggest how the adman embodied some of the strange realities of modernity. **Sound in**

the Age of Mechanical Reproduction David Suisman, Susan Strasser, 2011-10-11 During the twentieth century, sound underwent a dramatic transformation as new technologies and social practices challenged conventional aural experience. As a result, sound functioned as a means to exert social, cultural, and political power in unprecedented and unexpected ways. The fleeting nature of sound has long made it a difficult topic for historical study, but innovative scholars have recently begun to analyze the sonic traces of the past using innovative approaches. *Sound in the Age of Mechanical Reproduction* investigates sound as part of the social construction of historical experience and as an element of the sensory relationship people have to the world, showing how hearing and listening can inform people's feelings, ideas, decisions, and actions. The essays in *Sound in the Age of Mechanical Reproduction* uncover the varying dimensions of sound in twentieth-century history. Together, they connect a host of disparate concerns, from issues of gender and technology to contests over intellectual property and government regulation. Topics covered range from debates over listening practices and good citizenship in the 1930s to Tokyo Rose and Axis radio propaganda during World War II to CB radio culture on the freeways of Los Angeles in the 1970s. These and other studies reveal the contingent nature of aural experience and demonstrate how a better grasp of the culture of sound can enhance our understanding of the past. **Profit Margins** Jeremy Groskopf, 2021-12-07

Between the advent of print advertising and the dawn of radio came cinema ads. These ads, aimed at a captive theater audience, became a symbol of the developing binary between upper-class film consumption and more consumerist media. In *Profit Margins*, Jeremy Groskopf examines how the ad industry jockeyed for direct advertisement space in American motion pictures. In fact, advertisers who recognized the import of film audiences fought exhibitors over what audiences expected in a theater outing. Looking back at these debates in four case studies, Groskopf reveals that advertising became a marker of class distinctions in the cinema.

experience as the film industry pushed out advertisers in order to create a space free of ads. By restricting advertising especially during the rise of high class palatial theaters the film industry continued its ongoing effort to ascend the cultural hierarchy of the arts. An important read for film studies and the history of marketing, *Profit Margins* exposes the fascinating truth surrounding the invention of cinema advertising techniques and the resulting rhetoric of class division. *The Listener's Voice* Elena Razlogova, 2012-10-15 During the Jazz Age and Great Depression radio broadcasters did not conjure their listening public with a throw of a switch; the public had a hand in its own making. *The Listener's Voice* describes how a diverse array of Americans—boxing fans, radio amateurs, down and out laborers, small town housewives, black government clerks, and Mexican farmers—participated in the formation of American radio, its genres, and its operations. Before the advent of sophisticated marketing research, radio producers largely relied on listeners' phone calls, telegrams, and letters to understand their audiences. Mining this rich archive, historian Elena Razlogova meticulously recreates the world of fans who undermined centralized broadcasting at each creative turn in radio history. Radio outlaws, from the earliest squatter stations and radio tube bootleggers to postwar payola, hungry rhythm and blues DJs, provided a crucial source of innovation for the medium. Engineers bent patent regulations. Network writers negotiated with devotees. Program managers invited high school students to spin records. Taken together, these and other practices embodied a participatory ethic that listeners articulated when they confronted national corporate networks and the formulaic ratings system that developed. Using radio as a lens to examine a moral economy that Americans have imagined for their nation, *The Listener's Voice* demonstrates that tenets of cooperation and reciprocity embedded in today's free software, open access, and filesharing activities apply to earlier instances of cultural production in American history, especially at times when new media have emerged. **The Routledge History of American Foodways**

Michael D. Wise, Jennifer Jensen Wallach, 2016-02-12 *The Routledge History of American Foodways* provides an important overview of the main themes surrounding the history of food in the Americas from the pre-colonial era to the present day. By broadly incorporating the latest food studies research, the book explores the major advances that have taken place in the past few decades in this crucial field. The volume is composed of four parts. The first part explores the significant developments in US food history in one of five time periods to situate the topical and thematic chapters to follow. The second part examines the key ingredients in the American diet throughout time, allowing authors to analyze many of these foods as items that originated in or dramatically impacted the Americas as a whole and not just the United States. The third part focuses on how these ingredients have been transformed into foods identified with the American diet and on how Americans have produced and presented these foods over the last four centuries. The final section explores how food practices are a means of embodying ideas about identity, showing how food choices, preferences, and stereotypes have been used to create and maintain ideas of difference. Including essays on all the key topics and issues, *The Routledge History of American Foodways* comprises work from a leading group of scholars and presents a comprehensive survey of the current state of the

field It will be essential reading for all those interested in the history of food in American culture **Republic on the Wire** John McMurria, 2017-02 The history of cable television in America is far older than networks like MTV ESPN and HBO which are so familiar to us today Tracing the origins of cable TV back to the late 1940s media scholar John McMurria also locates the roots of many current debates about premium television cultural elitism minority programming content restriction and corporate ownership Republic on the Wire takes us back to the pivotal years in which media regulators and members of the viewing public presciently weighed the potential benefits and risks of a two tiered television system split between free broadcasts and pay cable service Digging into rare archives McMurria reconstructs the arguments of policymakers whose often sincere advocacy for the public benefits of cable television were fueled by cultural elitism and the priority to maintain order during a period of urban Black rebellions He also tells the story of the people of color rural residents women s groups veterans seniors and low income viewers who challenged this reasoning and demanded an equal say over the future of television By excavating this early cable history and placing equality at the center of our understanding of media democracy Republic on the Wire is a real eye opener as it develops a new methodology for studying media policy in the past and present

Regarding Frank Capra Eric Smoodin, 2005-01-13 Using extensive archival research in fan mail fan magazines army services and educational records Smoodin explores the different reception of Capra films with different popular audiences and how the films meanings were marshalled to a variety of natio **Regarding Frank Capra** Eric Loren Smoodin, 2004 From feature films to television production

Radical Housewives Julie Guard, 2019-03-14 Radical Housewives is a history of Canada s Housewives Consumers Association This association was a community based women s organization with ties to the communist and social democratic left that from 1937 until the early 1950s led a broadly based popular movement for state control of prices and made other far reaching demands on the state As radical consumer activists the Housewives engaged in gender transgressive political activism that challenged the government to protect consumers interests rather than just those of business while popularizing socialist solutions to the economic crises of the Great Depression and the immediate postwar years Julie Guard s exhaustive research including archival research and interviews with twelve former Housewives recovers a history of women s social justice activism in an era often considered dormant and adds a Canadian dimension to the history of politicized consumerism and of politicized materialism Radical Housewives reinterprets the view of postwar Canada as economically prosperous and reveals the left s role in the origins of the food security movement

Our Master's Voice James Rorty, 2020-10-15 I was an ad man once James Rorty writes in this classic dissection of the advertising industry Steeped in Rorty s leftist politics Our Master s Voice presents advertising as the linchpin of a capitalist economy that it also helps justify The book set off tremors when it was published in 1934 perhaps because its author so decisively repudiated his former profession But Rorty and his spirited takedown of publicity were all but forgotten a decade later The book is a neglected masterpiece republished in this mediastudies press edition with a new introduction by Jefferson

Pooley *A Companion to American Cultural History* Karen Halttunen, 2014-01-28 *A Companion to American Cultural History* offers a historiographic overview of the scholarship with special attention to the major studies and debates that have shaped the field and an assessment of where it is currently headed 30 essays explore the history of American culture at all analytic levels Written by scholarly experts well versed in the questions and controversies that have activated interest in this burgeoning field Part of the authoritative Blackwell Companions to American History series Provides both a chronological and thematic approach topics range from British America in the Eighteenth Century to the modern day globalization of American Culture thematic approaches include gender and sexuality and popular culture *The Routledge Companion to Sound Studies* Michael Bull, 2018-10-29 *The Routledge Companion to Sound Studies* is an extensive volume presenting a comparative and historically informed understanding of the workings of sound in culture while also mapping potential future directions for research in the field Experts from a variety of disciplines within sound studies cover such diverse topics as politics gender media race literature and sport Individual sections that consider the importance of sound in an increasingly mediated world the role that sound media play in the construction of experience and the ways in which sound has been theorized to produce a distinctive sensory contribution to knowledge This wide ranging and vibrant collection provides a rich resource for scholars and students of media and culture *A Companion to the History of American Broadcasting* Aniko Bodroghkozy, 2018-10-02 Presented in a single volume this engaging review reflects on the scholarship and the historical development of American broadcasting *A Companion to the History of American Broadcasting* comprehensively evaluates the vibrant history of American radio and television and reveals broadcasting's influence on American history in the twentieth and twenty first centuries With contributions from leading scholars on the topic this wide ranging anthology explores the impact of broadcasting on American culture politics and society from an historical perspective as well as the effect on our economic and social structures The text's original and accessibly written essays offer explorations on a wealth of topics including the production of broadcast media the evolution of various television and radio genres the development of the broadcast ratings system the rise of Spanish language broadcasting in the United States broadcast activism African Americans and broadcasting 1950's television and much more This essential resource Presents a scholarly overview of the history of radio and television broadcasting and its influence on contemporary American history Contains original essays from leading academics in the field Examines the role of radio in the television era Discusses the evolution of regulations in radio and television Offers insight into the cultural influence of radio and television Analyzes canonical texts that helped shape the field Written for students and scholars of media studies and twentieth century history *A Companion to the History of American Broadcasting* is an essential and field defining guide to the history and historiography of American broadcasting and its many cultural societal and political impacts **Junctures in Women's Leadership: Media and Journalism** Linda Steiner, 2025 This book offers a robust account of women's leadership in journalism looking at the obstacles they overcame

and the strategies they used to solve problems and handle crises These profiles of inspiring women in prominent media positions from the nineteenth century to today showcases their eagerness to experiment take risks and innovate and offers useful lessons in moral leadership

We Boys Together Jeffery P. Dennis, 2007 Teenage boys are wild about girls When their hormones kick in at puberty they can think of nothing else and that's the way it has always been right Wrong Before World War II only sissies liked girls Masculine red blooded all American boys were supposed to ignore girls until they were 18 or 19 Instead parents teachers psychiatrists and especially the mass media encouraged them to form passionate intense romantic bonds with each other This book explores romantic relationships between teenage boys as they were portrayed before during and immediately after World War II The author takes the reader through a rich landscape of media sci fi pulps comics adventure stories tales of teen sleuths boys serial novels wartime bestsellers and movies populated by many types of male adolescents Boys Next Door Adventure Boys Jungle Boys and Lost Boys In Hollywood movies Boys Next Door like Jackie Cooper Ronald Sinclair and Jimmy Lydon were constantly falling in love but not with girls In serial novels Jungle Boys like Bomba Sorak and Og Son of Fire swung through the trees to rescue teenage boys not teenage girls In comic strips and on the radio Adventure Boys like Don Study Jack Armstrong and Tim Tyler formed lasting romantic partnerships with other boys or men Lost Boys like Frankie Darro Leo Gorcey and Billy Halop starred in dozens of movies about pairs of poor urban teenagers sticking together with never a girl in sight

Public Interests Allison Perlman, 2016-05-01 Winner of the 2017 Outstanding Book Award from the Popular Communication Division of the International Communication Association ICA Nearly as soon as television began to enter American homes in the late 1940s social activists recognized that it was a powerful tool for shaping the nation's views By targeting broadcast regulations and laws both liberal and conservative activist groups have sought to influence what America sees on the small screen Public Interests describes the impressive battles that these media activists fought and charts how they tried to change the face of American television Allison Perlman looks behind the scenes to track the strategies employed by several key groups of media reformers from civil rights organizations like the NAACP to conservative groups like the Parents Television Council While some of these campaigns were designed to improve the representation of certain marginalized groups in television programming as Perlman reveals they all strove for more systemic reforms from early efforts to create educational channels to more recent attempts to preserve a space for Spanish language broadcasting Public Interests fills in a key piece of the history of American social reform movements revealing pressure groups deep investments in influencing both television programming and broadcasting policy Vividly illustrating the resilience flexibility and diversity of media activist campaigns from the 1950s onward the book offers valuable lessons that can be applied to current battles over the airwaves

The Synchronized Society Randall Patnode, 2023-03-17 The Synchronized Society traces the history of the synchronous broadcast experience of the twentieth century and the transition to the asynchronous media that dominate today Broadcasting grew out of the latent desire by

nineteenth century industrialists political thinkers and social reformers to tame an unruly society by controlling how people used their time The idea manifested itself in the form of the broadcast schedule a managed flow of information and entertainment that required audiences to be in a particular place usually the home at a particular time and helped to create water cooler moments as audiences reflected on their shared media texts Audiences began disconnecting from the broadcast schedule at the end of the twentieth century but promoters of social media and television services still kept audiences under control replacing the schedule with surveillance of media use Author Randall Patnode offers compelling new insights into the intermingled roles of broadcasting and industrial post industrial work and how Americans spend their time **A**

Companion to Popular Culture Gary Burns,2016-03-09 A Companion to Popular Culture is a landmark survey of contemporary research in popular culture studies that offers a comprehensive and engaging introduction to the field Includes over two dozen essays covering the spectrum of popular culture studies from food to folklore and from TV to technology Features contributions from established and up and coming scholars from a range of disciplines Offers a detailed history of the study of popular culture Balances new perspectives on the politics of culture with in depth analysis of topics at the forefront of popular culture studies *Critical Rhetorics of Race* Kent A. Ono,2011-07-11 According to many pundits and cultural commentators the U S is enjoying a post racial age thanks in part to Barack Obama s rise to the presidency This high gloss of optimism fails however to recognize that racism remains ever present and alive spread by channels of media and circulated even in colloquial speech in ways that can be difficult to analyze In this groundbreaking collection edited by Michael G Lacy and Kent A Ono scholars seek to examine this complicated and contradictory terrain while moving the field of communication in a more intellectually productive direction An outstanding group of contributors from a range of academic backgrounds challenges traditional definitions and applications of rhetoric From the troubling media representations of black looters after Hurricane Katrina and rhetoric in news coverage about the Columbine and Virginia Tech massacres to cinematic representations of race in Crash Blood Diamond and Quentin Tarantino s films these essays reveal complex intersections and constructions of racialized bodies and discourses critiquing race in innovative and exciting ways *Critical Rhetorics of Race* seeks not only to understand and navigate a world fraught with racism but to change it one word at a time

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