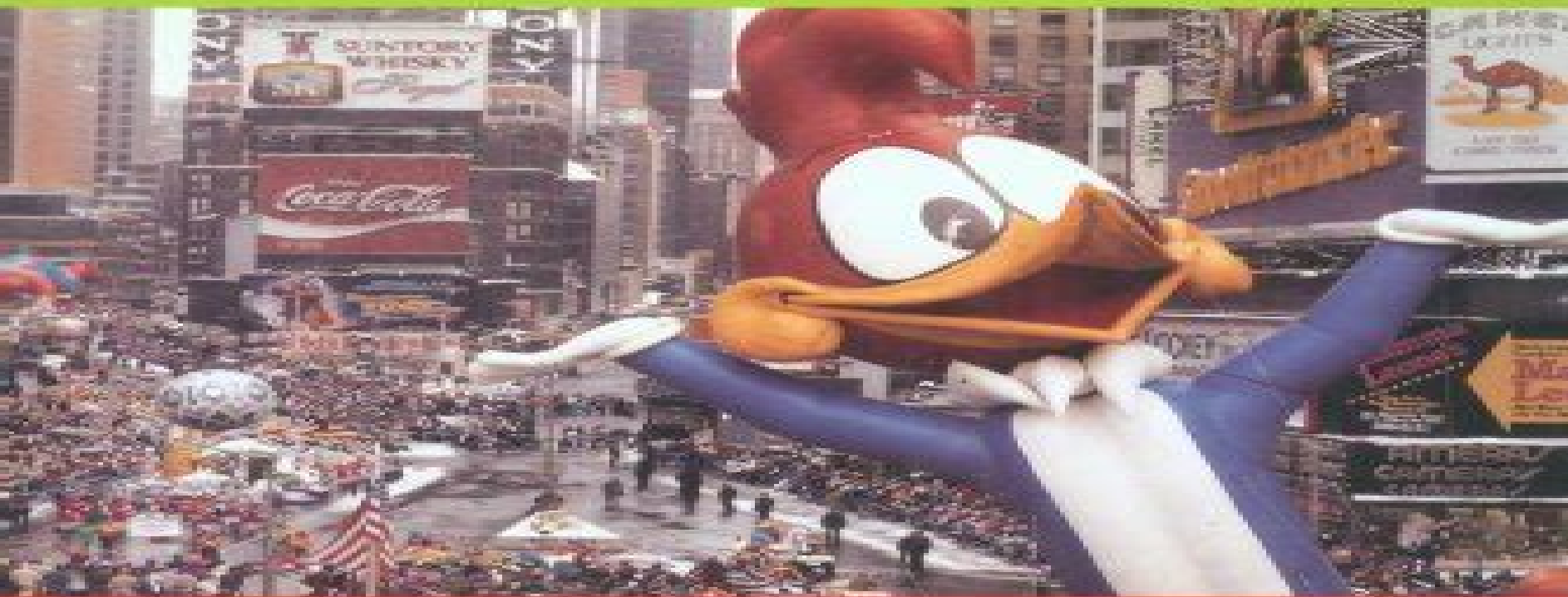


Marketing Madness

[A Survival Guide for a Consumer Society]

Michael F. Jacobson
Laurie Ann Mazur



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Marketing Madness Michael Jacobson, Laurie Mazur, Ron Collins, 1995-05-01 In 1983 Reese's Pieces made their debut on the silver screen gobbled up by that lovable alien ET and sales of the candy shot up instantly by 66 percent Reebok has sponsored the U S Olympic team and the Russian team as well The British Boy Scouts sell space on their merit badges to advertisers Michael Jacobson founder of the Washington D C based watchdog group Center for the Study of Commercialism CSC and Laurie Ann Mazur have produced the book on marketing mania in the United States and the deleterious effects it is having on our ailing culture Beyond documenting the unholy alliance between corporations and Hollywood the authors take up such disquieting issues as how marketers turn citizens into consumers the quiet battle between private consumption and social welfare ads that kill alcohol and tobacco the litter of billboards stealth advertising corporate interference with public television the commercialization of Christmas sex in advertising marketing in our public schools and the selling of social issues This highly readable book interlocks fascinating illustrations with hard statistics and analysis drawn from years of research conducted under the aegis of the CSC The result is a powerfully revealing book that informs astounds enrages and instructs It is a primer on the social ills of commercialism gone rampant a call to action for all concerned citizens As the authors contend this book documents the problem analyzes its effects and empowers the reader by offering what you can do suggestions for personal action The Consumer Society Neva R. Goodwin, Frank Ackerman, David Kiron, 2013-04-16 The developed countries particularly the United States consume a disproportionate share of the world's resources yet high and rising levels of consumption do not necessarily lead to greater satisfaction security or well being even for affluent consumers The Consumer Society provides brief summaries of the most important and influential writings on the environmental moral and social implications of a consumer society and consumer lifestyles Each section consists of ten to twelve summaries of critical writings in a specific area with an introductory essay that outlines the state of knowledge in that area and indicates where further research is needed Sections cover Scope and Definition Consumption in the Affluent Society Family Gender and Socialization The History of Consumerism Foundations of Economic Theories of Consumption Critiques and Alternatives in Economic Theory Perpetuating Consumer Culture Media Advertising and Wants Creation Consumption and the Environment Globalization and Consumer Culture Visions of an Alternative This book is the second volume in the Frontier Issues in Economic Thought series which provides surveys of the most significant writings in emergent areas of economics an invaluable aid in fast growing fields where genuine new ground is being broken The series brings together economists

sociologists psychologists and philosophers to develop analyses that challenge and enrich the dominant neoclassical paradigm The Consumer Society is an essential guide to and summary of the literature of consumption and will be of interest to anyone concerned with the deeper economic social and ethical implications of consumerism **Consumer Society in**

American History Lawrence B. Glickman, 1999 This volume offers the most comprehensive and incisive exploration of American consumer history to date spanning the four centuries from the colonial era to the present **Monopoly**

Television Jack Banks, 2018-02-12 In this book Jack Banks examines the historical development of music video as a commodity and analyzes the existing structures within which music video is produced distributed and exhibited on its premier music channel MTV In August 1981 Music Television now popularly known as MTV was launched Within a matter of years it revitalized a struggling record industry made the careers of leading pop stars like Madonna Boy George Cyndi Lauper and Duran Duran infiltrated traditional network television and the movie industry revolutionized the advertising industry and stimulated purchases in several markets most notably fashion apparel The reach of MTV has proven long and profitable In this book Jack Banks examines the historical development of music video as a commodity and analyzes the existing structures within which music video is produced distributed and exhibited on its premier music channel MTV Who controls MTV What part do record companies play in the financing and production of music video How do the power brokers in the business affect the ideological content of music video Given the tight sphere of influence within the music industry what are the future trends for music video and for artistic freedom of expression Banks tackles these questions in an intelligent lively and sophisticated investigation into one of the most influential media enterprises of our society

Communication And The Transformation Of Economics Robert E Babe, 2018-10-08 This book proposes that infusing mainline economics with more expansive and realistic conceptions of information communication transforms static neoclassicism into evolutionary political economy It results in modes of analysis that when applied through policy can lead to a sustainable future *Invisible Crises* George Gerbner, 2018-10-08 According to the contributors to this volume the communications media deliberately blank out critical conditions and developments whose imagery would pose unacceptable challenges to the dominant structures of culture power Such invisible crises include the suppression of information about the dehumanization and stigmatization of groups of people the drift toward ecological suicide the neglect of vital institutions such as public education and the arts the way in which television corrupts the electoral process and the promotion of practices which drug poison and kill The book asks why the media are in the view of contributors withholding vital information from the public and focuses on the increasing concentration of culture power that it is argued keeps these truths from public view Copyrighting Culture Ronald V. Bettig, 2018-10-08 Launching into a complete analysis of copyright law in our capitalistic and hegemonistic political system Ronald Bettig uncovers the power of the wealthy few to expand their fortunes through the ownership and manipulation of intellectual property Beginning with a critical interpretation of copyright

history in the United States Bettig goes on to explore such crucial issues as the videocassette recorder and the control of copyrights the invention of cable television and the first challenge to the filmed entertainment copyright system the politics and economics of intellectual property as seen from both the neoclassical economists and the radical political economists points of view and methods of resisting existing laws Launching into a complete analysis of copyright law in our capitalistic and hegemonistic political system Ronald Bettig uncovers the power of the wealthy few to expand their fortunes through the ownership and manipulation of intellectual property Beginning with a critical interpretation of copyright history in the United States Bettig goes on to explore such crucial issues as the videocassette recorder and the control of copyrights the invention of cable television and the first challenge to the filmed entertainment copyright system the politics and economics of intellectual property as seen from both the neoclassical economists and the radical political economists points of view and methods of resisting existing laws Beautifully written and well argued this book provides a long clear look at how capitalism and capitalists seize and control culture through the ownership of copyrights thus perpetuating their own ideologies and economic superiority

A Different Road Taken John A Lent, 2019-04-02 Dallas Smythe George Gerbner Herbert Schiller James Halloran Kaarle Nordenstreng these five seminal figures form the backbone of current scholarship in critical communication From policy research to television demographics and from economic globalization to cultural imperialism their insights and discoveries have given both scholars and the

The Fair Reader Jim Naureckas, Janine Jackson, 2019-07-09 Why did major news outlets virtually ignore the only cost effective plan for universal health care coverage even though polls showed the plan had majority support Why did leading journalists go out of their way to attack Bill Clinton's rivals in the 1992 Democratic primary while focusing unprecedented attention on Clinton's personal life Why do establishment media consider falling unemployment to be bad news In the tradition of I F Stone and George Seldes the contributors to The FAIR Reader probe the often mysterious connections between press and politics in the 1990s The essays are filled with startling information about the critical issues of our time from the Gulf War and the Clarence Thomas hearings to the debates over health care reform and NAFTA documenting the deceptive one sided mainstream reporting that leaves the public in the dark Particular attention is paid to the election of 1992 and the Clinton administration showing how the media promoted undercut and finally shaped Clinton to fit a media agenda the book demonstrates that systematic media bias poses a threat to the democratic process and the free flow of information to the U S citizenry FAIR founded in 1986 is the national media watch group dedicated to the principle that independent aggressive and critical media are essential to an informed democracy In the nine years since FAIR was launched it has gained national recognition for its well documented studies of media bias its challenge to powerful media figures like Rush Limbaugh and its award winning journal of media criticism and politics Extra The FAIR Reader collects Extra's most incisive reporting on journalism and politics in the 90s It will be invaluable to anyone interested in decoding the media agenda behind the daily news

The Electronic Grapevine

Diane L. Borden, Kerric Harvey, 2013-11-05 The widespread use of the Internet as a tool for gathering and disseminating information raises serious questions for journalists and their readers about the process of reporting information Using virtual sources and publishing online is changing the way in which journalism takes place and its effect on the society it serves USE
LAST THREE PARAGRAPHS ONLY FOR GENERAL CATALOGS The Electronic Grapevine explores the use of online media by reporters in the United States and examines the impact that usage may have on how journalism is framed in the cultural sphere as well as how it is conducted in the professional one It contains a mix of material examining how it feels to do online journalism how it affects those who consume it different ways that media scholars go about trying to understand it better and the likely social and cultural impact of Internet like technologies on the public at whom all this electronic information is eventually aimed Drawing from the emerging scholarly work in the field and from the real life experiences of working journalists Borden and Harvey collect contributions that examine why journalists use the Internet what changes it makes in how they approach their jobs and what differences they see in conducting their daily newsgathering with this medium rather than other methods The volume also analyses when and why journalists do not use online media and what the impact of the decision to use or not use the Internet may mean for the outer world whose perceptions of itself are so often shaped by journalistic portrait This series of thought provoking original essays explores the impact of computer based information and communication services on traditional journalistic routines and practices and thereby addresses a critical gap in the scholarly literature on communication law and culture Distinguishing between linkage devices like the Internet and database resources such as LEXIS NEXIS America Online and others this book examines the ways in which both types of online services may reshape and redefine not only the products of journalistic effort but the newsgathering process itself Commercial

Communication in the Digital Age Gabriele Siegert, M. Bjørn Rimscha, Stephanie Grubenmann, 2017-04-10 In today's digital age online and mobile advertising are of growing importance with advertising no longer bound to the traditional media industry Although the advertising industry still has broader access to the different measures and channels users and consumers today have more possibilities to publish get informed or communicate to co create and to reach a bigger audience There is a good chance thus that users and consumers are better informed about the objectives and persuasive tricks of the advertising industry than ever before At the same time advertisers can inform about products and services without the limitations of time and place faced by traditional mass media But will there really be a time when advertisers and consumers have equal power or does tracking users online and offline lead to a situation where advertisers have more information about the consumers than ever before The volume discusses these questions and related issues *Culture Works*, 2001

Celluloid Mushroom Clouds Joyce Evans, 2018-03-05 Celluloid Mushroom Clouds is a historical account of how the movie industry responded to specific economic and political forces over the postwar years Joyce Evans investigates the transformation of the imagery associated with atomic technology found in Hollywood films produced and distributed between

1947 and 1964 Incorporating qualitative and quantitative research methods over 90 are analyzed in terms of their historical context and the context of film production and distribution Media Wizards Catherine Gourley,1999-01-01 A look at how the media can alter the perceptions of the public making people believe what they are shown includes historical notes of how media manipulation existed even in the Civil War *Good News, Bad News* Jeremy Iggers,2018-02-12 In *Good News Bad News* Jeremy Iggers argues that journalism's institutionalized conversation about ethics largely evades the most important issues regarding the public interest and the civic responsibilities of the press Changes in the ownership and organization of the news media make these issues especially timely although journalism's ethics rest on the idea of journalism as a profession the rise of market driven journalism has undermined journalists professional status Ultimately argues Iggers journalism is impossible without a public that cares about the common life Written in an accessible style *Good News Bad News* is important reading for journalists communication scholars and students Public dissatisfaction with the news media frequently gives rise to calls for journalists to live up to the ethical standards of their profession But what if the fault lies in part with the standards themselves Jeremy Iggers argues that journalism's institutionalized conversation about ethics largely evades the most important issues regarding the public interest and the civic responsibilities of the press Changes in the ownership and organization of the news media make these issues especially timely although journalism's ethics rest on the idea of journalism as a profession the rise of market driven journalism has undermined journalists professional status Ultimately argues Iggers journalism is impossible without a public that cares about the common life A more meaningful approach to journalism ethics must begin with a consideration of the role of the news media in a democratic society and proceed to look for practical ways in which journalism can contribute to the vitality of public life Written in an accessible style *Good News Bad News* is important reading for journalists communication scholars and students Free Radio Lawrence Soley,2019-04-10 This book reviews the history of the microradio movement enabling readers to understand why and how it has captured momentum and power It discusses the anti Nazi underground stations and other resistance stations explaining how previous stations provided vehicles for democratic communications *The (Magic) Kingdom Of God* Michael L Budde,2019-05-20 In *The Magic Kingdom of God* Michael Budde offers a multidisciplinary analysis of the global culture industries increasingly powerful centralized corporate conglomerates in television advertising marketing movies and the like and their impact on Christian churches in industrialized countries Utilizing ideas from contemporary and classical

Environmental Sociology Leslie King,Deborah McCarthy Auriffeille,2009-03-16 *Environmental Sociology* intended for use in *Environmental Sociology* courses uses sociological methods and perspectives to analyze key environmental issues The reader is organized like an introduction to sociology reader and comprised of readings that are accessible to and interesting for undergraduates

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