

OTIS PEASE

II

American Advertising

PRIVATE CONTROL AND

PUBLIC INFLUENCE, 1920-1940

New Haven: Yale University Press, 1958



Responsibilities Of American Advertising Private Control And Public Influence 1920 1940

Avner Offer



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The Responsibilities of American Advertising Otis Pease, 1958 The Routledge Companion to Advertising and Promotional Culture Emily West, Matthew P. McAllister, 2013-02-11

The Routledge Companion to Advertising and Promotional Culture provides an essential guide to the key issues methodologies concepts debates and policies that shape our everyday relationship with advertising The book contains eight sections Historical Perspectives considers the historical roots and their relationship to recent changes of contemporary advertising and promotional practice Political Economy examines how market forces corporate ownership and government policies shape the advertising and media promotion environment Globalization presents work on advertising and marketing as a global intercultural and transnational practice Audiences as Labor Consumers Interpreters Fans introduces how people construct promotional meaning and are constructed as consumers markets and labor by advertising forces Identities analyzes the ways that advertising constructs images and definitions of groups such as gender race and the child through industry labor practices marketing as well as through representation in advertising texts Social Institutions looks at the pervasiveness of advertising strategies in different social domains including politics music housing and education Everyday Life highlights how a promotional ethos and advertising initiatives pervade self image values and relationships The Environment interrogates advertising s relationship to environmental issues the promotional efforts of corporations to construct green images and mass consumption s relationship to material waste With chapters written by leading international scholars working at the intersections of media studies and advertising studies this book is a go to source for those looking to understand the ways advertising has shaped consumer culture in the past and present

The Piano in America, 1890-1940 Craig H. Roell, 2018-06-05 Roell uses company records and the popular press to chronicle the piano industry through changing values business strategies economic conditions and technology For Roell as for the industry music is a byproduct Originally published in 1991 A UNC Press Enduring Edition UNC Press Enduring Editions use the latest in digital technology to make available again books from our distinguished backlist that were previously out of print These editions are published unaltered from the original and are presented in affordable paperback formats bringing readers both historical and cultural value

History of the Mass Media in the United States Margaret A. Blanchard, 2013-12-19 The influence of the mass media on American history has been overwhelming History of the Mass Media in the United States examines the ways in which the media both affects and is affected by U S society From 1690 when the first American newspaper was founded to 1995 this encyclopedia covers more than 300 years of mass media history History of Mass Media in the United States contains more than 475 alphabetically arranged entries covering subjects ranging from key areas of newspaper history to broader topics such as media coverage of wars major conflicts over press freedom court cases and legislation and the concerns and representation of ethnic and special interest groups The editor and the 200 scholarly contributors to this work have taken particular care to examine the

technological legal legislative economic and political developments that have affected the American media **Advertising Myths** Anne Cronin, 2012-11-12 Advertising is often portrayed negatively as corrupting a mythically pure relationship between people and things In Advertising Myths Anne Cronin argues that it is better understood as a matrix of transformation that performs divisions in the social order and arranges classificatory regimes Focusing on consumption controversies Cronin contends that advertising is constituted of circuits of belief that flow between practitioners clients regulators consumers and academics Controversies such as those over tobacco and alcohol advertising she argues distill these beliefs and articulate with programmes of social engineering aimed at altering consumption patterns This book will be essential reading for students and academics of advertising and consumption **Handbook of Behaviorism** William O'Donohue, Richard Kitchener, 1998-10-21 Handbook of Behaviorism provides a comprehensive single source that summarizes what behaviorism is how the various flavors of behaviorism have differed between major theorists both in psychology and philosophy and what aspects of those theories have been borne out in research findings and continue to be of use in understanding human behavior **Advertising on Trial** Inger L. Stole, 2010-10-01 In the 1930s the United States almost regulated advertising to a degree that seems unthinkable today Activists viewed modern advertising as propaganda that undermined the ability of consumers to live in a healthy civic environment Organized consumer movements fought the emerging ad business and its practices with fierce political opposition Inger L Stole examines how consumer activists sought to limit corporate influence by rallying popular support to moderate and change advertising Stole weaves the story through the extensive use of primary sources including archival research done with consumer and trade group records as well as trade journals and engagement with the existing literature Her account of the struggle also demonstrates how public relations developed in order to justify laissez faire corporate advertising in light of a growing consumer rights movement and how the failure to rein in advertising was significant not just for civic life in the 1930s but for our era as well The 1930s William H. Young, 2002-10-30 Most historical studies bury us in wars and politics paying scant attention to the everyday effects of pop culture Welcome to America's other history the arts activities common items and popular opinions that profoundly impacted our national way of life The twelve narrative chapters in this volume provide a textured look at everyday life youth and the many different sides of American culture during the 1930s Additional resources include a cost comparison of common goods and services a timeline of important events notes arranged by chapter an extensive bibliography for further reading and a subject index The dark cloud of the Depression shadowed most Americans lives during the 1930s Books movies songs and stories of the 1930s gave Americans something to hope for by depicting a world of luxury and money Major figures of the age included Fred Astaire and Ginger Rogers Irving Berlin Amelia Earhart Duke Ellington the Marx Brothers Margaret Mitchell Cole Porter Joe Louis Babe Ruth Shirley Temple and Frank Lloyd Wright Innovations in technology and travel hinted at a Utopian society just off the horizon group sports and activities gave the unemployed masses ways to spend their days

and a powerful new demographic the American teenager suddenly found itself courted by advertisers and entertainers

Contesting Bodies and Nation in Canadian History Patrizia Gentile, Jane Nicholas, 2013-12-06 From fur coats to nude paintings and from sports to beauty contests the body has been central to the literal and figurative fashioning of ourselves as individuals and as a nation In this first collection on the history of the body in Canada an interdisciplinary group of scholars explores the multiple ways the body has served as a site of contestation in Canadian history in the nineteenth and twentieth centuries Showcasing a variety of methodological approaches *Contesting Bodies and Nation in Canadian History* includes essays on many themes that engage with the larger historical relationship between the body and nation medicine and health fashion and consumer culture citizenship and work and more The contributors reflect on the intersections of bodies with the concept of nationhood as well as how understandings of the body are historically contingent The volume is capped off with a critical introductory chapter by the editors on the history of bodies and the development of the body as a category of analysis

The Great Depression David F. Burg, 2009 Presents a history of the Great Depression including the events that led up to it and the New Deal that followed with chronologies personal narratives and documents *Selling Culture* Richard Malin Ohmann, 1996 Surveys the new practices of advertising mass distribution of goods and the birth of the inexpensive mass audience magazine at the end of the 19th century and their role in the creation of the American professional managerial class Focuses on magazine publishing careers of key personalities in the publishing world and the role of fiction in the magazines For students and general readers Annotation copyright by Book News Inc Portland OR **A Word from Our Sponsor** Cynthia B. Meyers, 2013-12-01 During the golden age of radio from roughly the late 1920s until the late 1940s advertising agencies were arguably the most important sources of radio entertainment Most nationally broadcast programs on network radio were created produced written and or managed by advertising agencies for example J Walter Thompson produced Kraft Music Hall for Kraft Benton and Young agency records of BBDO Benton contemporaneous trade publications and the voluminous correspondence between NBC and agency executives in the NBC Records at the Wisconsin Historical Society Mediating between audiences desire for entertainment and advertisers desire for sales admen combined showmanship with salesmanship to produce a uniquely American form of commercial culture In recounting the history of this form Meyers enriches and corrects our understanding not only of broadcasting history but also of advertising history business history and American cultural history from the 1920s to the 1940s *The Romantic Ethic and the Spirit of Modern Consumerism* Colin Campbell, 2018-06-05 Originally published in 1987 Colin Campbell s classic treatise on the sociology of consumption has become one of the most widely cited texts in sociology anthropology cultural studies and the history of ideas In the thirty years since its publication *The Romantic Ethic and the Spirit of Modern Consumerism* has lost none of its impact If anything the growing commodification of society the increased attention to consumer studies and marketing and the ever proliferating range of purchasable goods and services have made Campbell s rereading of Weber more urgent still As Campbell uncovers

how and why a consumer oriented society emerged from a Europe that once embodied Weber's Protestant ethic he delivers a rich theorization of the modern logics and values structuring consumer behavior This new edition featuring an extended Introduction from the author and an Afterword from researcher Karin M Ekström makes clear how this foundational work aligns with contemporary theory in cultural sociology while also serving as major influence on consumer studies

Mothers and Medicine Rima D. Apple, 1987-12-16 In the nineteenth century infants were commonly breast fed by the middle of the twentieth century women typically bottle fed their babies on the advice of their doctors In this book Rima D Apple discloses and analyzes the complex interactions of science medicine economics and culture that underlie this dramatic shift in infant care practices and women's lives As infant feeding became the keystone of the emerging specialty of pediatrics in the twentieth century the manufacture of infant food became a lucrative industry More and more mothers reported difficulty in nursing their babies While physicians were establishing themselves and the scientific experts and the infant food industry was hawking the scientific bases of their products women embraced scientific motherhood believing that science could shape child care practices The commercialization and medicalization of infant care established an environment that made bottle feeding not only less feared by many mothers but indeed natural and necessary Focusing on the history of infant feeding this book clarifies the major elements involved in the complex and sometimes contradictory interaction between women and the medical profession revealing much about the changing roles of mothers and physicians in American society The strength of Apple's book is her ability to indicate how the mutual interests of mothers doctors and manufacturers led to the transformation of infant feeding Historians of science will be impressed with the way she probes the connections between the medical profession and the manufacturers and with her ability to demonstrate how medical theories were translated into medical practice Janet Golden Isis

The Challenge of Affluence Avner Offer, 2006-03-09 Since the 1940s Americans and Britons have experienced rising material abundance but also a range of social and personal disorders including family breakdown obesity and addiction Drawing on the latest cognitive research Avner Offer presents a detailed and reasoned critique of the modern consumer society

Advertising, The Uneasy Persuasion Michael Schudson, 2013-06-26 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 Dispassionate open minded and balanced he conveys better than any other recent author a sense of advertising as its practitioners understand it Stephen Fox New York Times Book Review First published in 1984

Blueberry Pie Otis Pease, 2007 Otis Pease World War II veteran and retired history professor offers his own blend of World War II memoir plus analysis of theories about what

motivated soldiers to fight the war The book includes the extensive diary Pease kept from basic training to fighting from a foxhole on the front lines in Germany to recovery from wounds including trench foot in a military hospital in England then reassignment to an Air Force B 17 Bomber Base and finally his wait for one of the Victory ships to bring him home to pursue his college education courtesy of the GI Bill

Inarticulate Longings Jennifer Scanlon, 2020-10-28 *Inarticulate Longings* explores the contradictions of a social agenda for women that promoted both traditional roles and the promises of a growing consumer culture by examining the advertising industry in the early 20th century

A Corporate Form Of Freedom Norman Silber, 2018-03-08 *A Corporate Form of Freedom* explores how courts and legislatures have decided which nonprofit groups can pursue their missions as corporations For many years it was a privilege to hold a nonprofit charter This view changed during the 1950s and 1960s A new generation contended that legal theory racial justice and democratic values demanded that the nonprofit corporate form be available to all groups as a matter of right As a result nonprofit corporate status became America s corporate form for free expression The new perspective did more than enlarge public discourse however It also reduced official authority to supervise or otherwise hold nonprofit organizations accountable for their activities Norman I Silber examines how the nonprofit world was transformed a transformation which refashioned political and social discourse altered the economy and created many of the difficulties the nonprofit sector faces today

Readings in Advertising, Society, and Consumer Culture Roxanne Hovland, Joyce M. Wolburg, Eric E. Haley, 2014-12-18 This collection of classic and contemporary articles provides context for the study of advertising by exploring the historical economic and ideological factors that spawned the development of a consumer culture It begins with articles that take an institutional and historical perspective to provide background for approaching the social and ethical concerns that evolve around advertising Subsequent sections then address the legal and economic consequences of life in a material culture the regulation of advertising in a culture that weighs free speech against the needs of society and the ethics of promoting materialism to consumers The concluding section includes links to a variety of resources such as trade association codes of ethics standards and guidelines for particular types of advertising and information about self regulatory organizations

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