

Selling Themselves The Emergence Of Canadian Advertising

Russell Johnston



Selling Themselves The Emergence Of Canadian Advertising:

Communicating in Canada's Past Gene Allen, Daniel J. Robinson, 2009-01-01 The first collection of its kind this volume assembles both well established and up and coming scholars to address sizable gaps in the literature on media history in Canada

Selling Themselves Russell Johnston, 2012-02-01 From its origins in the Victorian era as a marginal and somewhat shady enterprise the advertising trade in Canada changed radically after the turn of the century rising quickly to a position of influence and respectability In this book Russell Johnston tells the story of the people who made it so Johnston's setting is the dynamic intersection of business and culture during the early decades of the twentieth century During this period he argues magazines and newspapers grew increasingly dependent on sales of advertising space and this precipitated a widespread restructuring of the publishing industry Ultimately this affected the range and content of Canadian periodicals setting the parameters for a newly invigorated though still fragile Canadian magazine industry Johnston charts this process by exploring the lives goals and ideas of a new breed of solicitor the ad agent and shows how agencies began to draw on the disciplines of psychology and economics to promote their products thus initiating the modern market research industry The only thorough analysis of the forces shaping advertising in Canada prior to 1930 this study documents the emergence in Canada of a key component of the modern culture of consumption

Now Playing Paul S. Moore, 2008-04-17 Winner of the 2009 Gertrude J Robinson Book Prize presented by the Canadian Communication Association Using Toronto as a case study and focusing on a period from the opening of the first theaters showcasing moving pictures in 1906 to the end of World War I *Now Playing* locates the origins of our present day mass audience in the culture of cities Paul S Moore examines the emergence of everyday moviegoing and its regulation through neglected details like fire safety newspaper ads serial films and amusement taxes connecting them to more familiar themes of studio ownership of theaters censorship and journalism In Toronto a foreign city inside the American mass market patriotism ultimately comes to the fore as civic forms of showmanship turn the simple act of going to the movies into a form of citizenship

Placing Memory and Remembering Place in Canada James Opp, John C. Walsh, 2010-11-01 *Placing Memory and Remembering Place in Canada* maps a fascinating terrain in memory studies by shifting the focus from nation and empire to local places that sit at the intersection of memory making and identity formation main streets city squares village museums internment camps industrial wastelands and the rural landscape While offering a unique perspective on the politics of place and memory across differing chronologies and geographies the first part of the book *Commemorations* traces how local expressions of memory such as celebrations museums statues postcards and plaques have contributed to a sense of place and belonging in twentieth century Canada The second part *Inscriptions* in turn explores how ordinary Canadians have embedded their memories of place in oral stories photographs and the landscape itself With its focus on the materiality of image text and artefact these essays argue for an understanding of place as imagined made claimed fought for and defended always in a state of becoming

From Old

Quebec to La Belle Province Nicole Neatby, 2018-11-30 Making sense of why Quebec changed its tourism marketing brands leading up to Expo 67 and shifting travel writers reactions to the province **J.W. McConnell** William Fong, 2008-10-24 J W McConnell 1877 1963 born to a poor farming family in Ontario became one of the wealthiest and most powerful businessmen of his generation in Canada and internationally Early in his career McConnell established the Montreal office of the Standard Chemical Company and began selling bonds and shares in both North America and Europe establishing relationships that would lead to his enormous financial success He was involved in numerous businesses from tramways to ladies fashion to mining and served on the boards of several corporations For nearly fifty years he was president of St Laurence Sugar and late in life he became the owner and publisher of the Montreal Star McConnell was an indefatigable and formidable fundraiser for the YMCA the war effort of 1914 18 hospitals and McGill University where he served as governor for almost three decades In 1937 he established what would become The J W McConnell Family Foundation the first major foundation in Canada and still one of the best endowed J W McConnell was a principled and brilliant visionary with a strong work ethic and a deep commitment to the public good a Rockefellerian figure in both big business and high society who quietly became one of the greatest philanthropists of his time His life story told in uncompromising detail by William Fong is a study of raising spending and giving away money on the grandest scale The Dominion of Youth Cynthia Comacchio, 2008-10-08 Adolescence like childhood is more than a biologically defined life stage it is also a sociohistorical construction The meaning and experience of adolescence are reformulated according to societal needs evolving scientific precepts and national aspirations relative to historic conditions Although adolescence was by no means a discovery of the early twentieth century it did assume an identifiably modern form during the years between the Great War and 1950 The Dominion of Youth Adolescence and the Making of Modern Canada 1920 to 1950 captures what it meant for young Canadians to inhabit this liminal stage of life within the context of a young nation caught up in the self formation and historic transformation that would make modern Canada Because the young at this time were seen paradoxically as both the hope of the nation and the source of its possible degeneration new policies and institutions were developed to deal with the problem of youth This history considers how young Canadians made the transition to adulthood during a period that was developmental both for youth and for a nation also working toward individuation During the years considered here those who occupied this dominion of youth would see their experiences more clearly demarcated by generation and culture than ever before With this book Cynthia Comacchio offers the first detailed study of adolescence in early twentieth century Canada and demonstrates how young Canadians of the period became the nation's first modern teenagers The Modern Girl Jane Nicholas, 2015-03-27 With her short skirt bobbed hair and penchant for smoking drinking dancing and jazz the Modern Girl was a fixture of 1920s Canadian consumer culture She appeared in art film fashion and advertising as well as on the streets of towns from coast to coast In The Modern Girl Jane Nicholas argues that this feminine

image was central to the creation of what it meant to be modern and female in Canada Using a wide range of visual and textual evidence Nicholas illuminates both the frequent public debates about female appearance and the realities of feminine self presentation She argues that women played an active and thoughtful role in their embrace of modern consumer culture even when it was at the risk of serious social economic and cultural penalties The first book to fully examine the Modern Girl's place in Canadian culture The Modern Girl will be essential reading for all those interested in the history of gender sexuality and the body in the modern world *Marketing Theory* Michael J Baker, Michael Saren, 2016-05-16 Marketing Theory introduces and explains the role of theory in marketing by uncovering its histories disciplinary underpinnings subfields discourses and debates From strategy and ethics to digital marketing and consumer behaviour leading marketing experts shine a light on what can be a challenging perspective of marketing In this new Third Edition there are up to date examples from global companies such as Pepsi Amazon and H entirely new chapters on Digital and Social Media Marketing and Service Dominant Logic SD L and contributions from Global Specialists including Bob Lusch Patrick Murphy and Susan Hart Ideal for Upper level undergraduate and postgraduate marketing students studying marketing theory critical marketing and the history of marketing modules *Settling and Unsettling Memories* Nicole Neatby, Peter Hodgins, 2012-01-01 Settling and Unsettling Memories analyses the ways in which Canadians over the past century have narrated the story of their past in books films works of art commemorative ceremonies and online This cohesive collection introduces readers to overarching themes of Canadian memory studies and brings them up to date on the latest advances in the field With increasing debates surrounding how societies should publicly commemorate events and people Settling and Unsettling Memories helps readers appreciate the challenges inherent in presenting the past Prominent and emerging scholars explore the ways in which Canadian memory has been put into action across a variety of communities regions and time periods Through high quality essays touching on the central questions of historical consciousness and collective memory this collection makes a significant contribution to a rapidly growing field

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