

The Conquest Of Cool Business Culture

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most people remember the youth counterculture of the 1960s but thomas frank shows that another revolution shook american business during those boom years he shows how the youthful revolutionaries were joined and even anticipated by such unlikely allies as the advertising industry and the men s clothing business halftones tables copyright libri gmbh

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a fascinating look at the rise and growing popularity of the automobile during the first half of twentieth century america which brought with it a dark undercurrent on the one hand americans embraced the newfound sense of freedom and mobility embodied by the automobile on the other they grew increasingly anxious about and fearful of the enormous threat that cars and car accidents posed to public safety

an entertaining cultural history of the american family vacation during the height of its popularity from 1945 to 1973 reveals the ways in which the ritual of the family road trip for most middle class americans became a way of defining what it meant to be and become american

papers presented at an international conference of the bavarian american academy 2002

first published in 2000 routledge is an imprint of taylor francis an informa company

explores what people have read and why they have read it at different times and in different places in america and around the world links key cultural changes and events to the reading material of the period traces reading trends through an exploration of types of texts as well as specific examples of books magazines and political treatises that were influential and or widely read each chapter includes a timeline of events and an introduction to the region time period that point out major events of the time or region that would have influenced what and how people read an overview of reading trends and practices traces key trends in reading practices including the development of lending libraries the rise of the novel and the impact of technology the book also explores the relationship between popular reading materials and cultural change from intro p xi

after the death of james dean in 1955 the figure of the teen rebel permeated the globe and its presence is still felt in the twenty first century rebel iconography which does not have to resemble james dean himself but merely incorporates his disaffected attitude has

become an advertising mainstay used to sell an array of merchandise and messages despite being overused in advertisements it still has the power to surprise when used by authors and filmmakers in innovative and provocative ways the rebel figure has mass appeal precisely because of its ambiguities it can mean anything to anyone the global appropriation of rebel iconography has invested it with fresh meanings author claudia springer succeeds here in analyzing both ends of the spectrum the rebel icon as a tool in upholding capitalism s cycle of consumption and as a challenge to that cycle and its accompanying beliefs in this groundbreaking study of rebel iconography in international popular culture springer studies a variety of texts from the united states and abroad that use this imagery in contrasting and thought provoking ways using a cultural studies approach she analyzes films fiction poems sites and advertisements to determine the extent to which the icon s adaptations have been effective as a response to the actual social problems affecting contemporary adolescents around the world

the concept of perception art visual perception and the aesthetic music auditory perception and organized sound media the remediation of image and sound perception and organizing beyond the text

click here is a designer s guide to creating successful sites the tutorial is a guide to solving fundamental problems of site design through hands on tutorials readers will learn how to drive more people to their sites through the use of animated ad banners and buttons plus how to use shockwave javascript flash and other advanced technologies

commercial breaks radio spots product placements billboards pop up ads we sometimes take for granted how much advertising surrounds us in our daily lives we may find ads funny odd or even disturbing but we rarely stop to consider their deeper meaning or function within society what exactly does advertising do how and why do ads influence us how does the advertising industry influence our media these are just a few of the many important questions addressed in the advertising and consumer culture reader an incisive provocative collection that assembles twenty seven of the most important scholarly

writings on advertising and consumer culture to date the classic and contemporary essays gathered here explore the past present and future of advertising from the early days of print to the world wide and beyond these selections offer historical sociological critical cultural and political economic lenses to explore a wide range of topics from consumer activism to globalization to the role of ads in the political process together these key readings chart the past present and future of advertising while also examining the effects of advertising and consumer culture upon individuals society cultures and the world at large designed for use in courses the collection begins with a general introduction that orients students to thinking critically about advertising and consumer culture section and chapter introductions offer valuable historical and critical context while review questions after each reading will spark classroom debates and challenge students understanding of key concepts

porsdam american studies u of southern denmark arguing that every major political and cultural issue in the united states inevitably turns into a legal one presents 10 essays by european academics that examine law in american society as an inherent and important part of the cultural milieu papers look at the revival of anti federalist thought conservative opposition to civil rights legislation the treatment of the law in hollywood courtroom dramas the cultural history of corporate legal theory and the conception of law put forth by william gaddis s novel a frolic of his own distributed by isbs annotation copyrighted by book news inc portland or

this spirited narrative challenges students to think about the meaning of american history thoughtful inclusion of the lives of everyday people cultural diversity work and popular culture preserves the text s basic approach to american history as a story of all the american people the seventh edition maintains the emphasis on the unique social history of the united states and engages students through cutting edge research and scholarship new content includes expanded coverage of modern history post 1945 with discussion of foreign relations gender analysis and race and racial relations

the summary of an ambitious three year ethnographic investigation into the uses of new media in varied settings by american youth

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