



# Advertising, Society, and Consumer Culture

*Roxanne Hovland, Joyce M. Wolburg*

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Designed as a core textbook for courses in Advertising and Society, "Advertising, Society, and Consumer Culture" develops an integrated perspective that gives students a framework for understanding past, present, and future issues in advertising communications. Chapter contents cover the entire range of social, political, cultural, regulatory, and economic issues that surround advertising and its role in modern society. The many social issues addressed include advertising and gender stereotyping, advertising to vulnerable audiences, and the distribution of wealth in consumer society. "Advertising, Society, and Consumer Culture" intertwines the development of the consumer culture with its coverage of the historical, political, regulatory, and ethical issues of advertising. It includes clear, comprehensive tables that chronicle historical developments and key legal cases. The text is readable for undergraduates but provides enough depth to serve as a graduate-level text. Including extensive notes and a bibliography, it can be adopted independently, or alongside its companion volume, "Readings in Advertising, Society, and Consumer Culture".



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