Contents

Preface ix
Acknowledgments xi

1 Analyzing Social Ideology in Advertisements 1
Ideology and Discourse, 2
Three Analytic Issues, 3
The Meaning of Advertisements, 4
Foreigners and Other Outsiders in the World of Advertising, 10
Outline of the Book, 13
Bibliographic Notes, 15

2 Instructions in Representing Others 17
Instructions in Representing Otherness: Advertisements for Travel Photography, 20
Travel Photography Manuals: Explaining the Ideology of Photographic Colonialism, 40
Photography and Ideology: Margaret Bourke-White in Russia, 42
Bibliographic Notes, 44

3 Representations of Others, Part 1: Advertisements in the 1929 National Geographic Magazine 45
A Window on Otherness: The National Geographic Magazine in 1929, 47
The Broader Context: The State of the World in 1929, 48
Native Americans, 49
South Africa, 53
Relationships of Westerners and Non-Westerners, 58
Images of the West, 64
Bibliographic Notes, 70

4 Representations of Others, Part 2: Contemporary Print Advertisements 73
Americans and Foreigners, 73
Three Categories of Foreigners, 79
Some Additional Issues, 96
Bibliographic Notes, 101
5 Audience Responses: The Photographs of Tourists

Experimental Results, 103
Reorienting the Study of Travel Photographs, 104
Other People's Travel Photographs, 104
Image/Relationship/Power, 105
Cannibal Tours, 105
Photographs as Evidence, 106
Bibliographic Notes, 106

6 An Exposition of Twentieth-Century Print Advertisements: Depictions of African Americans

Bibliographic Notes, 108
Interpretive Notes, 109
A Visitor's Guide to African Americans in American Advertising: A Twentieth-Century Retrospective, 113

7 Unexpected Audiences: American and Japanese Representations of One Another

Shifting Images of the Japanese in American Advertising, 158
Images of America and the West in Contemporary Japanese Print Advertisements, 173
Someone Else's Dream, 193
Bibliographic Notes, 198

8 The Future

The Return of Individually Tailored Messages, 200
A New Economic Order, 202
The Management of Minds, 202
Authority, Domination, and Subordination, 203
The Socialization of Consumers, 205
The Advertisers' Perspective, 205
Possibilities for Change, 206
Bibliographic Notes, 206

References 208
About the Book and Author 209
Index 210