

Contents

Preface to the Second Edition ix

PART 1: DEBATES ON ADVERTISING AND SOCIETY

1. Introduction 1

2. Criticisms of Advertising 15

Why Does Advertising Exist? 18

The Neoliberal Position 19

The Marxist Critique 20

How Does Advertising Create Demand? 22

Technological Manipulation 22

False Symbolism 23

Magic in the Marketplace 25

What Effects Does Advertising Have on Society? 26

The Creation of False Needs 27

The Propaganda of Commodities 29

Advertising as Social Control and Ideology 30

Conclusion 32

3. Defences of Advertising 34

The "Myth" of Manipulation 36

Advertising as Information 39

Advertising as Persuasion and as Symbolism 42

Conclusion 45

PART 2: ADVERTISING AND MEDIA

4. Origins of the Consumer Culture 49

From Industrial to Consumer Society 51

The Sense of Satisfaction 63

Meditations on a Catalogue 71

The Ad Industry Discovers Art 79

The Ensemble 86

The Rule of Fashion in a Consumer Culture 88

Conclusion 89

5. Advertising and the Development of Communications Media 91

The Rise of Mediated Communication and Commercialized Media 91

The Origins and Development of Commercial Media 97

Newspapers 97

Magazines 99

The Commercialized Print Media at the Turn of the Century 102

The Impact of Broadcasting	103
Newspapers and Radio	103
Magazines Narrow Their Focus	104
Radio: Tuning in the Commercial Institution	107
Television: Solidifying the Commercial Vision	111
Sharing the Market	115

6. Advertising and the Development of Agencies 123

Advertising Agencies: Managing the Flow of Symbols	124
Advertising in the Nineteenth Century	130
The Early Twentieth Century	135
Communication Strategies	137
The Bonding of Media and Advertising	148
Stage One: The Product-Oriented Approach (1890–1925)	153
Stage Two: Product Symbols (1925–1945)	153
Stage Three: Personalization (1945–1965)	155
Stage Four: Market Segmentation (1965–1985)	158

7. The Modern Advertising Industry 160

Advertising Agencies and the Economy	160
The 1980s: Upheaval, Concentration, and Horizontal Expansion	163
Globalization	169
The Advertising Agency	176
The Mediation of Meaning	181
Concentrated Communication	185
The Twilight of Advertising in the Deal Culture?	189
Conclusion	191

PART 3: THE THEATRE OF CONSUMPTION

8. Two Approaches to the Study of Advertisements 197

Semiology and the Study of Advertising	198
Codes	205
The Ritual of Gender Subordination	214
Content Analysis	218
Theory	219
Constructing Categories	220
Sampling	221
Coding	221
Analysis and Interpretation of Data	222
Strengths and Weaknesses of Content Analysis	223

9. The Structure of Advertisements 225

A Combined Semiological/Content Analysis Approach	225
Background to the Study	228
Methodological Outline	228
A Historical Study of Advertising	230
Basic Advertising Formats	236
The Product-Information Format	240
The Product-Image Format	244

The Personalized Format	246
The Lifestyle Format	259
Trends in Elemental Codes and Advertising Formats	262
Integrative Codes	265
Style	265
Appeal	266
Values	270
Themes	271
People and Products	274
Toward an Integrated Historical Framework	278

10. Goods as Satisfiers 285

Image and Metaphor	285
The Icons of the Marketplace	290
Relative Standing	295
Quality of Life	300
Lifestyles	304

11. Goods as Communicators 308

Things Come Alive	308
The Consumer Society as an Anthropological Type	313
Fetishism: Distorted Communication in the World of Goods	319
Cultural Frames for Goods	327
Phase One: Idolatry	330
Phase Two: Iconology	334
Phase Three: Narcissism	338
Phase Four: Totemism	344

PART 4: IN THE HEAT OF CONTROVERSY—ADVERTISING, CULTURE, AND POLITICS

12. Issues in Social Policy 351

The Policy Tradition	353
The Business of Honesty	357
Fair's Fare	366
Tobacco Product Marketing	367
Persuasive Discontents	370
Children's Advertising	375
Mediated Practices	377
Some Questions—and a Deceptively Modest Proposal	383

13. Fantasia for the Citizen: The Nature and Uses of Political Marketing 389

Origins of Political Marketing	390
The Post-1960 Period	393
The Canadian Experience	396
The Structure of Political Imagery	398
Implications and Consequences	402