

Advertising and Consumer Culture: A Special Issue of Mass Communication & Society (Mass Communication and Society) (Volume 3)



Furthering the dialogue about the growing power of commercialization and consumerism from a variety of perspectives and methodologies, this special issue contains a meticulously-researched account of the early battles waged over advertising regulation. It also includes articles examining the phenomenon of home shopping channels to determine how issues of social class are incorporated into their sales discourse, and showing how, since the 1970s, the discourse of ads in Hong Kong have changed from a celebration of more traditional Chinese values to a celebration of more Western, consumer values. This issue also provides a focus on a subject often missing from studies of advertising and consumer culture--the advertising creatives themselves.

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