

Bo Florin, Patrick Vonderau, and Yvonne Zimmermann

Advertising and the Transformation of Screen Cultures

Advertising has played a central role in shaping the history of modern media. While often identified with American consumerism and the rise of the 'Information Society', motion picture advertising has been part of European visual culture since the late nineteenth century. With the global spread of ad agencies, moving image advertisements became a privileged cultural form to make people experience the qualities and uses of branded commodities, to articulate visions of a 'good life', and to incite social relationships. Abandoning a conventional delineation of fields by medium, country, or period, this book suggests a lateral view. It charts the audiovisual history of advertising by focussing on objects (products and services), screens (exhibition, programming, physical media), practices (production, marketing), and intermediaries (ad agencies). In this way, the book develops new historical, methodological, and theoretical perspectives.

BIOGRAPHY

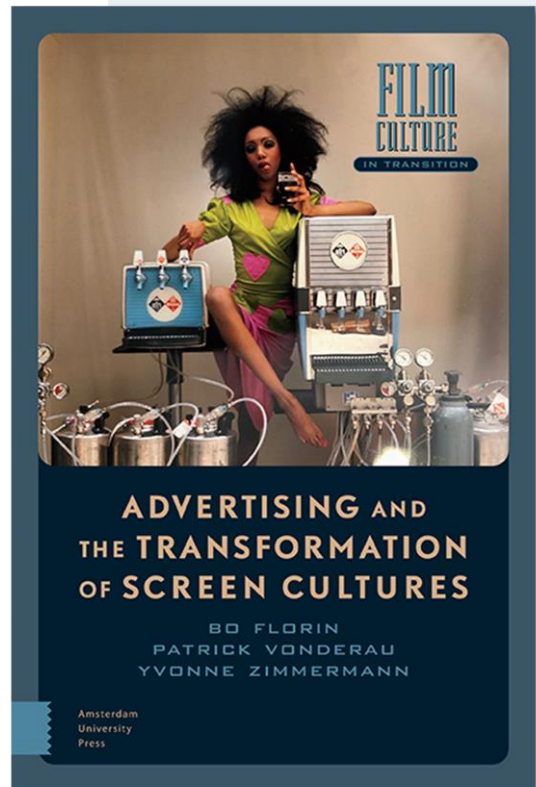
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"...an expansive, groundbreaking study of advertising's industrial practices and cultural forms. Covering a range of national contexts, media objects, and historical moments, the book's authors provide an exciting window into the dynamic relationship between advertising and moving images.."

- Alisa Perren, University of Texas



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TABLE OF CONTENTS

Introduction (Bo Florin, Patrick Vonderau, and Yvonne Zimmermann)

1. Early Cinema, Process Films, and Screen Advertising (Yvonne Zimmermann)

Part I. Approaches and Methods

2. Advertising and Modernity: A Critical Reassessment (Patrick Vonderau)

3. Advertising and Avantgardes: A History of Concepts, 1930-1940 (Yvonne Zimmermann)

4. Advertising as Institution: Charles Wilp and German Television, 1950-1970 (Patrick Vonderau)

5. Advertising and the Apparatus: Cinema, Television, and Out-of-Home Screens (Yvonne Zimmermann)

6. Advertising as Commercial Speech: Truth and Trademarks in Testimonial Advertising (Patrick Vonderau)

7. Advertising's Self-Reference: From Early Cinema to the Super Bowl (Yvonne Zimmermann)

Part II. Cases and Materials

8. Moving Objects: The Case of Volvo (Bo Florin)

9. Cinematic Intertexts: H&M Goes YouTube (Bo Florin)

10. Beyond Promotion: The UN Global Goals Campaign (Bo Florin)

Select Bibliography

Index



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