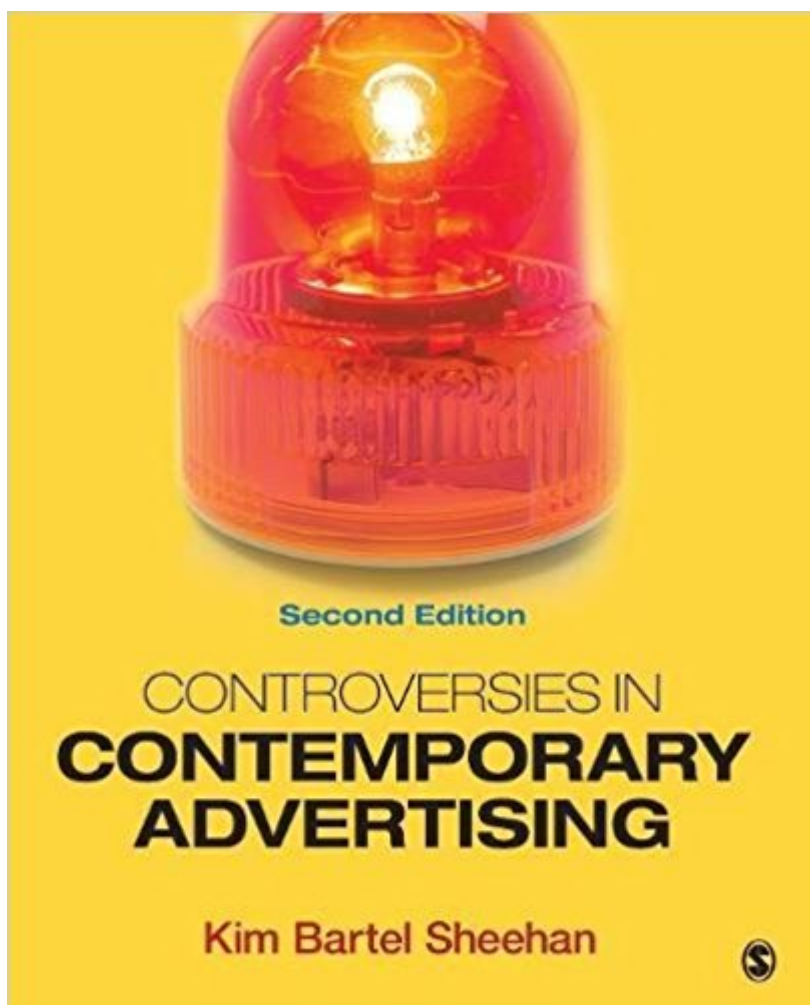


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Controversies In Contemporary Advertising



Synopsis

Presenting a range of perspectives on advertising in a global society, this Second Edition of *Controversies in Contemporary Advertising*, by Kim Bartel Sheehan, examines economic, political, social, and ethical perspectives and covers a number of topics including stereotyping, controversial products, consumer culture, and new technology. The book is divided equally between macro and micro issues, providing a balanced portrait of the role advertising has in society today. Author Kim Bartel Sheehan's work recognizes the plurality of opinions towards advertising, allowing the reader to form and analyze their own judgments. It encourages readers to obtain a critical perspective on advertising issues.

Book Information

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Customer Reviews

Kim Bartel Sheehan is a Professor and Director of the Master's Program in Strategic Communication and the Undergraduate Honors Program at the School of Communication and Journalism at the University of Oregon. She held leadership positions at agencies in Boston, Chicago, and St. Louis and has consulted with numerous companies. Her research involves advertising, culture, and new technology, with a focus on sustainability communications. She has published extensively about online privacy, advertising ethics, and direct-to-consumer prescription drug advertising. She has served as an Associate Editor and a Special Issue Editor for the *Journal of Advertising* and President of the American Academy of Advertising. Sheehan won the School of Journalism and Communication's Marshall Award for Innovative Teaching in 2001 and

2010. She is currently a Fellow for the Society of New Communications Research and has been a two-time Page Legacy Scholar and two-time Dave and Nancy Petrone Faculty Fellow.

If you find yourself wondering what is happening on college campuses lately, and why current college students are so incredibly coddled. This book is a good example. Its full of reasoning like "In this ad, you can see that the man is clearly taller than the woman. Thus he is in a position of power over her". The prologue is two pages of explaining and apologizing for being American centric. If you're looking for great resources for the classroom or elsewhere, skip it. Find something that doesn't have an agenda dripping from every page (right OR left).

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