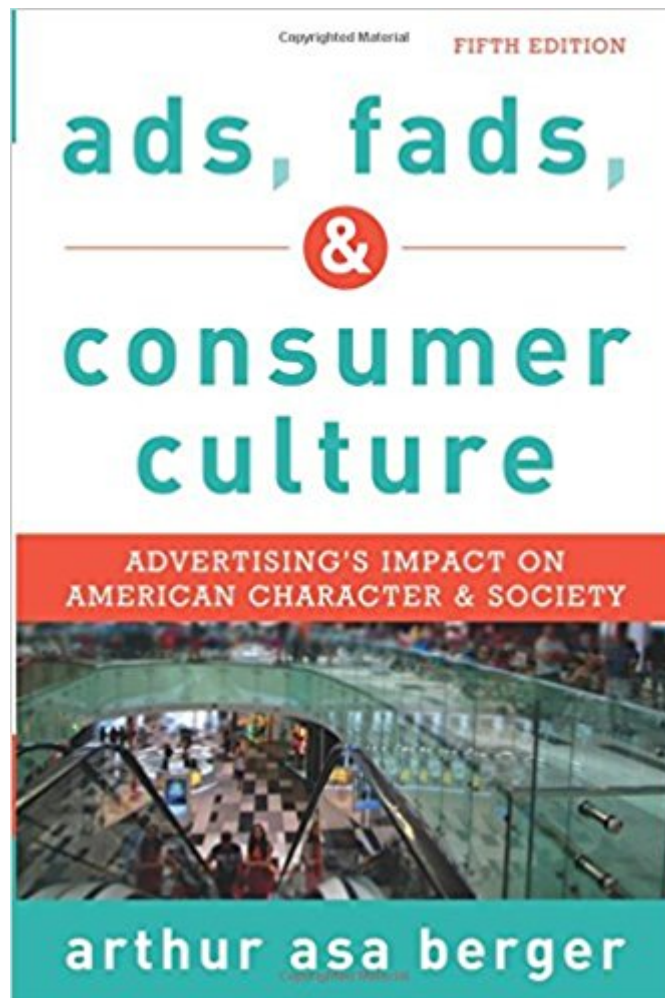




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# Ads, Fads, And Consumer Culture: Advertising's Impact On American Character And Society



## Synopsis

The fifth edition of this approachable text draws on both academic and applied perspectives to offer a lively critique of contemporary advertising's effects on American character and culture. Berger explains how advertising works by employing a psycho-cultural approach, encouraging readers to think about advertisements and commercials in more analytical and profound ways. Among the topics he addresses are the role of brands, the problem of self-alienation, and how both relate to consumption. Berger also considers the Values and Lifestyle (VALS) and Claritas typologies in marketing. Distinctive chapters examine specific advertisements and commercials from multiple perspectives, including semiotic, psychoanalytic, sociological, Marxist, mythic, and feminist analysis. *Ads, Fads, and Consumer Culture* provides an accessible overview of advertising in the United States, spanning issues as diverse as sexuality, politics, market research, consumer culture, and more; helping readers understand the role that advertising has played, and continues to play, in all our lives.

## Book Information

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## Customer Reviews

Berger has produced a fantastic fifth edition of his *Ads, Fads and Consumer Culture*. The new edition includes excellent, current examples that will be welcomed by students and professors alike. (Dirk vom Lehn, King's College London)

Arthur Asa Berger is professor emeritus of broadcast and electronic communication arts at San

Francisco State University.

In my advertising class i chose to read this book as a part of a project. For me this was a really good choice because I am new in the world of advertising. The book is a very simple read, and is recommended to everyone who are curious, or need a basic book concerning advertising. The author talks about different parts of advertising such as advertising and sex, political advertising, and also he defines important instruments such as the communication model. In the end he analyses two different ads, one is print and one is TV. The only negative comments I have is that the picture for the print ad is very small, and hard to see. Also, I was not familiar with the TV commercial he presented (Apple's Macintosh from 1984) My recommendation is if you are not familiar with advertising, this is a very useful book. The author presents good view points, and good examples throughout the book.

Excellent product! Great advice Used at University Of Sacred Heart In Puerto Rico for study in Publicity . Great book highly recommended!

Excellent

Discusses the different psychologists such as Maslow, Jung, and Freud and how the advertisers use their theories to persuade the masses through print and TV media. Pages 130-136 mentions the Values and Lifestyles Typologies to focus on people's lifestyles. Maybe these typologies will help you understand yourself as a consumer as it did for me. Here is a quote from the section The Marketing View: "...exposure to an advertisement or commercial for a particular brand of blue jeans or beer many not lead to a purchasing decision by a given individual, but when we take a broader look at American society, we discover that large numbers of people do purchase that brand of blue jeans or beer." Even mentions that children influence around \$700B/year of adult spending. This book is still current, as it references Google and Craigslist and there is an appendix at the end of the book geared toward "For those who wish to pursue their investigations of advertising", as he puts it. There is a very helpful glossary that proceeds this appendix to help understand the advertising verbiage. Very helpful and highly recommended.

Dealing with pop culture is hard. things get dated quickly. This is a good reference for the general concept, but the illustrations are probably not as applicable to a younger audience, which (as a high

school teacher) I was hoping.

Excellent book. I bought it for a class that I was taking and it was very interesting. I recommended this book to everyone that is in the advertising business

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