



Advertising and Society: An Introduction

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Now revised and updated to reflect the impact of emerging technologies, this new edition of *Advertising and Society: Controversies and Consequences* examines the evolution of advertising and its influence on society.

- Expanded with five new chapters covering the impact of emerging technologies, including the evolution of Direct to Consumer (DTC) pharmaceutical advertising; product placement in various media; and the growing intrusiveness of Internet marketing
- Explores a broad range of topics including alcohol, tobacco, and sex in advertising; the pros and cons of negative political adverts; advergames; and the use of stereotypes
- Examines the impact of advertising through its distinctive ‘point/counterpoint’ format –designed to spark discussion and help students understand the complexities of the issues being presented
- Lends substantial clarity to the subject, uniquely balancing criticism and practice within one text
- Includes chapter-level overviews and summaries of the topic history and key issues, along with student-friendly features such as ideas for papers and questions for discussion

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