Promotional Culture





1.

Living in 'promotional times' | openDemocracy. https://www.opendemocracy.net/ourkingdom/aeron-davis/living-in-promotional-times

2.

Hackley CE. Chapter 1 [in] Marketing in Context : Setting the Scene. Palgrave Macmillan; 2013.

https://ebookcentral.proquest.com/lib/uea/reader.action?docID=1514267&ppg=12

З.

Hackley CE, Hackley RA. Chapter 1: 'Introducing Advertising and Promotion' [in] Advertising and promotion: an integrated marketing communications approach. In: Advertising and Promotion. Fourth edition. SAGE; 2017. https://app.talis.com/textbooks/9781526417749

4.

Powell H. 'Consumers, Markets and Marketplaces' in Helen Powell ed. Promotional culture and convergence: markets, methods, media pp. 23-50 Available as ebook. In: Promotional Culture and Convergence: Markets, Methods, Media. Routledge; 2013. https://ebookcentral.proquest.com/lib/uea/detail.action?docID=1172919

5.

Hackley CE, Hackley RA. Chapter 4: 'The Creative Agency Model' [in] Advertising and promotion. In: Advertising & Promotion. 4th edition. SAGE; 2018.

6.

Chris Hackley. Chapter 6 [in] Marketing in Context : Setting the Scene. In: Marketing in Context : Setting the Scene. Palgrave Macmillan UK; 2013. https://ebookcentral.proquest.com/lib/uea/reader.action?docID=1514267&ppg=152

7.

Klein N. 'The Brand Expands: How the Logo Grabbed Center Stage' [in] No logo: no space, no choice, no jobs. In: No Logo: No Space, No Choice, No Jobs. 10th anniversary ed. Fourth Estate; 2010.

8.

Powell H. Jonathan Hardy, 2013. Chapter: The Changing Relationship between Media and Marketing' [in] Promotional Culture and Convergence: Markets, Methods, Media. In: Promotional Culture and Convergence: Markets, Methods, Media. ; 2013. http://uea.eblib.com/patron/Read.aspx?p=1172919&pg=1

9.

Hackley CE, Hackley RA. Chapter 6: 'Media and Audience Planning' [in] Advertising and promotion. In: Advertising and Promotion. Fourth edition. SAGE; 2017. https://app.talis.com/textbooks/9781526417749

10.

Kim J. The institutionalization of YouTube: From user-generated content to professionally generated content. Media, Culture & Society. 2012;34(1):53-67. doi:10.1177/0163443711427199

11.

Caliandro A, Gandini A. Chapter 2 'Social Media: Definitions and Uses' [in] Qualitative research in digital environments: a research toolkit. In: Qualitative Research in Digital Environments: A Research Toolkit. Routledge, Taylor & Francis Group; 2017. http://ebookcentral.proquest.com/lib/uea/detail.action?docID=4766861

12.

Abidin C. Visibility labour: Engaging with Influencers fashion brands and #OOTD advertorial campaigns on Instagram. Media International Australia. 2016;161(1):86-100. doi:10.1177/1329878X16665177

13.

Andrew McStay. Chapter 1 - Introducing the sensational world of creativity and advertising. In: Creativity and Advertising: Affect, Events and Process. Routledge, Taylor & Francis Group; 2013.

https://www-taylorfrancis-com.uea.idm.oclc.org/chapters/mono/10.4324/9780203492208-4 /introducing-sensational-world-creativity-advertising-andrew-mcstay?context=ubx&re fld=c8866493-ff28-40ab-a196-76afc836c788

14.

Hackley CE, Hackley RA. Chapter 9: Brands on the Defensive [in] Advertising and promotion. In: Advertising and Promotion. Fourth edition. SAGE; 2017. https://app.talis.com/textbooks/9781526417749

15.

Dara Persis Murray, 'Branding for "Real" Social Change in Dove's Campaign for Real Beauty'. Feminist Media Studies. 2013;13(1). doi:10.1080/14680777.2011.647963

16.

Caliandro A, Gandini A. Section II Introduction [in] Qualitative research in digital environments: a research toolkit. In: Qualitative Research in Digital Environments: A Research Toolkit. Routledge, Taylor & Francis Group; 2017. http://ebookcentral.proquest.com/lib/uea/detail.action?docID=4766861

17.

Banet-Weiser, Sarah. Chapter 4: Branding Politics: Shopping for Change? [in] AuthenticTM. In: AuthenticTM. NYU Press; 2012. http://ebookcentral.proquest.com/lib/uea/reader.action?docID=865546 Davis A. Chapter 1. In: Promotional Cultures: The Rise and Spread of Advertising, Public Relations, Marketing and Branding. Polity; 2013. http://UEA.eblib.com/patron/FullRecord.aspx?p=1315640

19.

Yaxley H. Chapter 5: 'The Public Relations Perspective of Promotional Culture' [in] Promotional Culture and Convergence: markets, methods, media. In: Heather Yaxley, 'The Public Relations Perspective of Promotional Culture' Promotional Culture and Convergence Available as Ebook. Taylor and Francis; 2013.

http://ebookcentral.proquest.com/lib/uea/reader.action?docID=1172919&ppg=17

20.

Davis A. Chapter 8: 'Politics and Political Representation'. In: Promotional Cultures: The Rise and Spread of Advertising, Public Relations, Marketing and Branding. Polity; 2013. https://ebookcentral.proquest.com/lib/uea/reader.action?docID=1315640&ppg=108

21.

McClintock A, McClintock A. Chapter 5 [in] Imperial leather: race, gender, and sexuality in the colonial contest. In: Imperial Leather: Race, Gender, and Sexuality in the Colonial Contest. Routledge; 1995.

https://ebookcentral.proquest.com/lib/uea/reader.action?docID=1434016&ppg=220

22.

Michelle M. Lazar. Chapter 2 Aesthetic Labour as Fun and Play in Cosmetics Advertising [in] Aesthetic Labour : Rethinking Beauty Politics in Neoliberalism. In: Elias AS, Gill R, Scharff C, eds. Aesthetic Labour: Rethinking Beauty Politics in Neoliberalism. Palgrave Macmillan; 2017:51-66.

https://ebookcentral.proquest.com/lib/uea/reader.action?docID=4790329&ppg=71

23.

McRobbie A. Chapter 1 'Unpacking the Politics of Creative Labour: The Rise of the Urban Hipster Economy' [in] Be creative: making a living in the new culture industries. In: Be Creative: Making a Living in the New Culture Industries. Polity; 2016. http://UEA.eblib.com/patron/FullRecord.aspx?p=4353616