## **Promotional Culture**



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

Andrew McStay. (2013). Chapter 1 - Introducing the sensational world of creativity and advertising. In Creativity and advertising: affect, events and process. Routledge, Taylor & Francis Group.

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

Banet-Weiser, Sarah. (2012). Chapter 4: Branding Politics: Shopping for Change? [in] AuthenticTM. In AuthenticTM. NYU Press.

http://ebookcentral.proguest.com/lib/uea/reader.action?docID=865546

Caliandro, A., & Gandini, A. (2017a). 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. http://ebookcentral.proguest.com/lib/uea/detail.action?docID=4766861

Caliandro, A., & Gandini, A. (2017b). 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.

http://ebookcentral.proquest.com/lib/uea/detail.action?docID=4766861

Chris Hackley. (2013). Chapter 6 [in] Marketing in Context: Setting the Scene. In Marketing in Context: Setting the Scene. Palgrave Macmillan UK.

https://ebookcentral.proquest.com/lib/uea/reader.action?docID=1514267&ppg=152 Dara Persis Murray, 'Branding for "Real" Social Change in Dove's Campaign for Real Beauty'. (2013). Feminist Media Studies, 13(1).

https://doi.org/10.1080/14680777.2011.647963

Davis, A. (2013a). Chapter 1. In Promotional cultures: the rise and spread of advertising, public relations, marketing and branding. Polity. http://UEA.eblib.com/patron/FullRecord.aspx?p=1315640

Davis, A. (2013b). Chapter 8: 'Politics and Political Representation'. In Promotional cultures: the rise and spread of advertising, public relations, marketing and branding. Polity.

https://ebookcentral.proquest.com/lib/uea/reader.action?docID=1315640&ppg=108 Hackley, C. E. (2013). Chapter 1 [in] Marketing in Context: Setting the Scene. In Marketing

in context: setting the scene. Palgrave Macmillan. https://ebookcentral.proquest.com/lib/uea/reader.action?docID=1514267&ppg=12

Hackley, C. E., & Hackley, R. A. (2017a). Chapter 1: 'Introducing Advertising and Promotion' [in] Advertising and promotion: an integrated marketing communications approach. In Advertising and promotion (Fourth edition). SAGE. https://app.talis.com/textbooks/9781526417749

Hackley, C. E., & Hackley, R. A. (2017b). Chapter 6: 'Media and Audience Planning' [in] Advertising and promotion. In Advertising and promotion (Fourth edition). SAGE. https://app.talis.com/textbooks/9781526417749

Hackley, C. E., & Hackley, R. A. (2017c). Chapter 9: Brands on the Defensive [in] Advertising and promotion. In Advertising and promotion (Fourth edition). SAGE. https://app.talis.com/textbooks/9781526417749

Hackley, C. E., & Hackley, R. A. (2018). Chapter 4: 'The Creative Agency Model' [in] Advertising and promotion. In Advertising & promotion (4th edition). SAGE.

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

Klein, N. (2010). '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.

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

McClintock, A., & McClintock, A. (1995). 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.

https://ebookcentral.proquest.com/lib/uea/reader.action?docID=1434016&ppg=220 McRobbie, A. (2016). 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. http://UEA.eblib.com/patron/FullRecord.aspx?p=4353616

Michelle M. Lazar. (2017). Chapter 2 Aesthetic Labour as Fun and Play in Cosmetics Advertising [in] Aesthetic Labour: Rethinking Beauty Politics in Neoliberalism. In A. S. Elias, R. Gill, & C. Scharff (Eds.), Aesthetic labour: rethinking beauty politics in neoliberalism (pp. 51–66). Palgrave Macmillan.

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

Powell, H. (2013a). '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. https://ebookcentral.proguest.com/lib/uea/detail.action?docID=1172919

Powell, H. (2013b). 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. http://uea.eblib.com/patron/Read.aspx?p=1172919&pg=1

Yaxley, H. (2013). 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.

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