

Promotional Culture

View Online



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. New York, New York: : Palgrave Macmillan 2013.

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

3

Hackley CE, Hackley RA. Chapter 1: 'Introducing Advertising and Promotion' [in] Advertising and promotion: an integrated marketing communications approach. In: Advertising and promotion. Los Angeles: : 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. Milton Park, Abingdon, Oxon: : 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. Los Angeles: : 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&pg=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. London: : 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.ebilib.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. Los Angeles: : 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**: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. New York: : 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**: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*. London: : 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&refId=c8866493-ff28-40ab-a196-76afc836c788>

14

Hackley CE, Hackley RA. Chapter 9: Brands on the Defensive [in] *Advertising and promotion*. Los Angeles: : 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**. 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*. New York: : 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>

18

Davis A. Chapter 1. In: Promotional cultures: the rise and spread of advertising, public relations, marketing and branding. Cambridge, UK: : Polity 2013.
<http://UEA.ebib.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. Cambridge, UK: : 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 . New York: : 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. [London, England]: : 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. Cambridge, UK: : Polity 2016.

<http://UEA.ebib.com/patron/FullRecord.aspx?p=4353616>