

Promotional Culture

[View Online](#)

[1]

'Living in "promotional times" | openDemocracy', [Online]. Available:
<https://www.opendemocracy.net/ourkingdom/aeron-davis/living-in-promotional-times>

[2]

C. E. Hackley, Chapter 1 [in] Marketing in Context: Setting the Scene. New York, New York: Palgrave Macmillan, 2013. [Electronic resource]. Available:
<https://ebookcentral.proquest.com/lib/uea/reader.action?docID=1514267&ppg=12>

[3]

C. E. Hackley and R. A. Hackley, 'Chapter 1: "Introducing Advertising and Promotion" [in] Advertising and promotion: an integrated marketing communications approach', in Advertising and promotion, Fourth edition., Los Angeles: SAGE, 2017. [Online]. Available:
<https://app.talis.com/textbooks/9781526417749>

[4]

H. Powell, "'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. [Online]. Available:
<https://ebookcentral.proquest.com/lib/uea/detail.action?docID=1172919>

[5]

C. E. Hackley and R. A. Hackley, 'Chapter 4: "The Creative Agency Model" [in] Advertising and promotion', in Advertising & promotion, 4th edition., 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. [Online]. Available: <https://ebookcentral.proquest.com/lib/uea/reader.action?docID=1514267&pg=152>

[7]

N. Klein, "'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., London: Fourth Estate, 2010.

[8]

H. Powell, '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. [Online]. Available: <http://uea.ebib.com/patron/Read.aspx?p=1172919&pg=1>

[9]

C. E. Hackley and R. A. Hackley, 'Chapter 6: "Media and Audience Planning" [in] Advertising and promotion', in Advertising and promotion, Fourth edition., Los Angeles: SAGE, 2017. [Online]. Available: <https://app.talis.com/textbooks/9781526417749>

[10]

J. Kim, 'The institutionalization of YouTube: From user-generated content to professionally generated content', Media, Culture & Society, vol. 34, no. 1, pp. 53-67, Jan. 2012, doi: 10.1177/0163443711427199.

[11]

A. Caliandro and A. Gandini, '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. [Online]. Available: <http://ebookcentral.proquest.com/lib/uea/detail.action?docID=4766861>

[12]

C. Abidin, 'Visibility labour: Engaging with Influencers fashion brands and #OOTD advertorial campaigns on Instagram', *Media International Australia*, vol. 161, no. 1, pp. 86–100, Nov. 2016, 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. [Online]. Available: <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]

C. E. Hackley and R. A. Hackley, 'Chapter 9: Brands on the Defensive [in] Advertising and promotion', in *Advertising and promotion*, Fourth edition., Los Angeles: SAGE, 2017. [Online]. Available: <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*, vol. 13, no. 1, 2013, doi: 10.1080/14680777.2011.647963.

[16]

A. Caliandro and A. Gandini, '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. [Online]. Available: <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. [Online]. Available: <http://ebookcentral.proquest.com/lib/uea/reader.action?docID=865546>

[18]

A. Davis, 'Chapter 1', in *Promotional cultures: the rise and spread of advertising, public relations, marketing and branding*, Cambridge, UK: Polity, 2013. [Online]. Available: <http://UEA.ebib.com/patron/FullRecord.aspx?p=1315640>

[19]

H. Yaxley, '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. [Online]. Available: <http://ebookcentral.proquest.com/lib/uea/reader.action?docID=1172919&ppg=17>

[20]

A. Davis, 'Chapter 8: "Politics and Political Representation"', in *Promotional cultures: the rise and spread of advertising, public relations, marketing and branding*, Cambridge, UK: Polity, 2013. [Online]. Available: <https://ebookcentral.proquest.com/lib/uea/reader.action?docID=1315640&ppg=108>

[21]

A. McClintock and A. McClintock, '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. [Online]. Available: <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 *Aesthetic labour: rethinking beauty politics in neoliberalism*, A. S. Elias, R. Gill, and C. Scharff, Eds, [London, England]: Palgrave Macmillan, 2017, pp. 51–66. [Electronic resource]. Available: <https://ebookcentral.proquest.com/lib/uea/reader.action?docID=4790329&ppg=71>

[23]

A. McRobbie, '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. [Online]. Available: <http://UEA.eblib.com/patron/FullRecord.aspx?p=4353616>