

Promotional Culture

View Online



1.
Living in 'promotional times' | openDemocracy. Available from:
<https://www.opendemocracy.net/ourkingdom/aeron-davis/living-in-promotional-times>

2.
Hackley CE. Chapter 1 [in] Marketing in Context : Setting the Scene [Internet]. Marketing in context: setting the scene. New York, New York: Palgrave Macmillan; 2013. Available from:
<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 [Internet]. Fourth edition. Los Angeles: SAGE; 2017. Available from: <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 [Internet]. Milton Park, Abingdon, Oxon: Routledge; 2013. Available from:
<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. Los Angeles: SAGE; 2018.

6.

Chris Hackley. Chapter 6 [in] Marketing in Context : Setting the Scene. In: Marketing in Context : Setting the Scene [Internet]. Palgrave Macmillan UK; 2013. Available from: <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. 10th anniversary ed. 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 [Internet]. 2013. Available from: <http://uea.ebib.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 [Internet]. Fourth edition. Los Angeles: SAGE; 2017. Available from: <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 Jan;34(1):53-67.

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 [Internet]. New York: Routledge, Taylor & Francis Group; 2017. Available from: <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 Nov 1;161(1):86-100.

13.

Andrew McStay. Chapter 1 - Introducing the sensational world of creativity and advertising. In: *Creativity and advertising: affect, events and process* [Internet]. London: Routledge, Taylor & Francis Group; 2013. Available from: <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* [Internet]. Fourth edition. Los Angeles: SAGE; 2017. Available from: <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* [Internet]. 2013;13(1). Available from: <http://www.tandfonline.com/doi/pdf/10.1080/14680777.2011.647963?needAccess=true>

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* [Internet]. New York: Routledge, Taylor & Francis Group; 2017. Available from: <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* [Internet]. NYU Press; 2012. Available from: <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 [Internet]. Cambridge, UK: Polity; 2013. Available from: <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 [Internet]. Taylor and Francis; 2013. Available from: <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 [Internet]. Cambridge, UK: Polity; 2013. Available from: <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 [Internet]. New York: Routledge; 1995. Available from: <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, editors. Aesthetic labour: rethinking beauty politics in neoliberalism [Internet]. [London, England]: Palgrave Macmillan; 2017. p. 51–66. Available from: <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 [Internet]. Cambridge, UK: Polity; 2016. Available from: <http://UEA.eblib.com/patron/FullRecord.aspx?p=4353616>