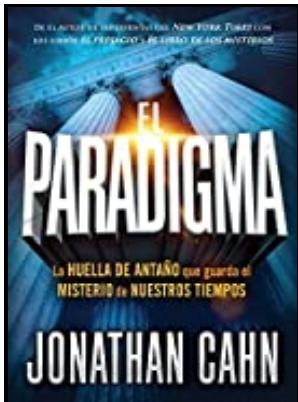


Women and advertising - beyond familiar paradigms

Hampton Press - Women, Advertising and Representation: Beyond Familiar Paradigms (Abel, deBruin, Nowak): Hampton Press



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Feminism and mass media

Mass media and women

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The Hampton Press communication seriesWomen and advertising - beyond familiar paradigms

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She's Running for New York City Council. But Newspapers Won't Publish Her Photo.

In this fascinating range of studies the editors examined a spectrum of realities--rural and urban, fashion and commodities, global icons and local expressions, from Japan to Canada, from Indonesia to Turkey, from the United States to rural India and Singapore. We need to train people with new skills and integrate them; we need to ensure that our creative people are as excited about the potential of Web sites as they are about television; we need to help our media planners evaluate the relative roles of new and old media; we need to see that our advertising, public relations, and research and design people work together better; we need to figure out how to work with a medium that is simultaneously the most global and the most local we have ever seen; and, most important, we need to learn how to communicate with consumers, who have greater control of media than ever before. Demonstrate your commitment to diversity by acknowledging tensions—and resolving them swiftly.

Women, Advertising and Representation: Beyond Familiar Paradigms (Abel, deBruin, Nowak): Hampton Press

. Key has overcome adversity at multiple moments in her personal and scholarly career, yet she has transformed those experiences into intellectual and social engagement that is truly remarkable.

Women, Culture and Mass Communication: Hampton Press

Then, a few years ago, without anyone planning or decreeing it, a very simple set of browser and server protocols emerged as universal Internet standards.

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