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## Advertising and Propaganda in World War II: Cultural Identity and the Blitz Spirit (Hardback)

By David Clampin

I.B.Tauris Co Ltd, United Kingdom, 2014. Hardback. Book Condition: New. New.. 216 x 140 mm. Language: English . Brand New Book. The Blitz- the period of Nazi bombing campaigns on civilian Britain during World War II- was a formative period for British national identity. In this groundbreaking book, David Clampin looks at the images, campaigns and slogans which helped to form the fabled Blitz spirit - powerfully echoed in Winston Churchill's speeches. Because advertisers attempted to capitalise on war-time patriotism, Clampin's unique focus on advertising provides a visually rich seam of new information on the everyday war, and makes an enormous contribution to the debate on people's experiences of war and nationalism. Using a remarkable and hitherto unseen range of primary source material-advertisements in the press, slogans and posters-this work will reshape the contested meanings of the Home Front, opening up cultural history discourses on gender and nationalism. Advertising and Propaganda in World War II is essential reading for historians of World War II as well as students and scholars of Media Studies and Communication Studies.



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