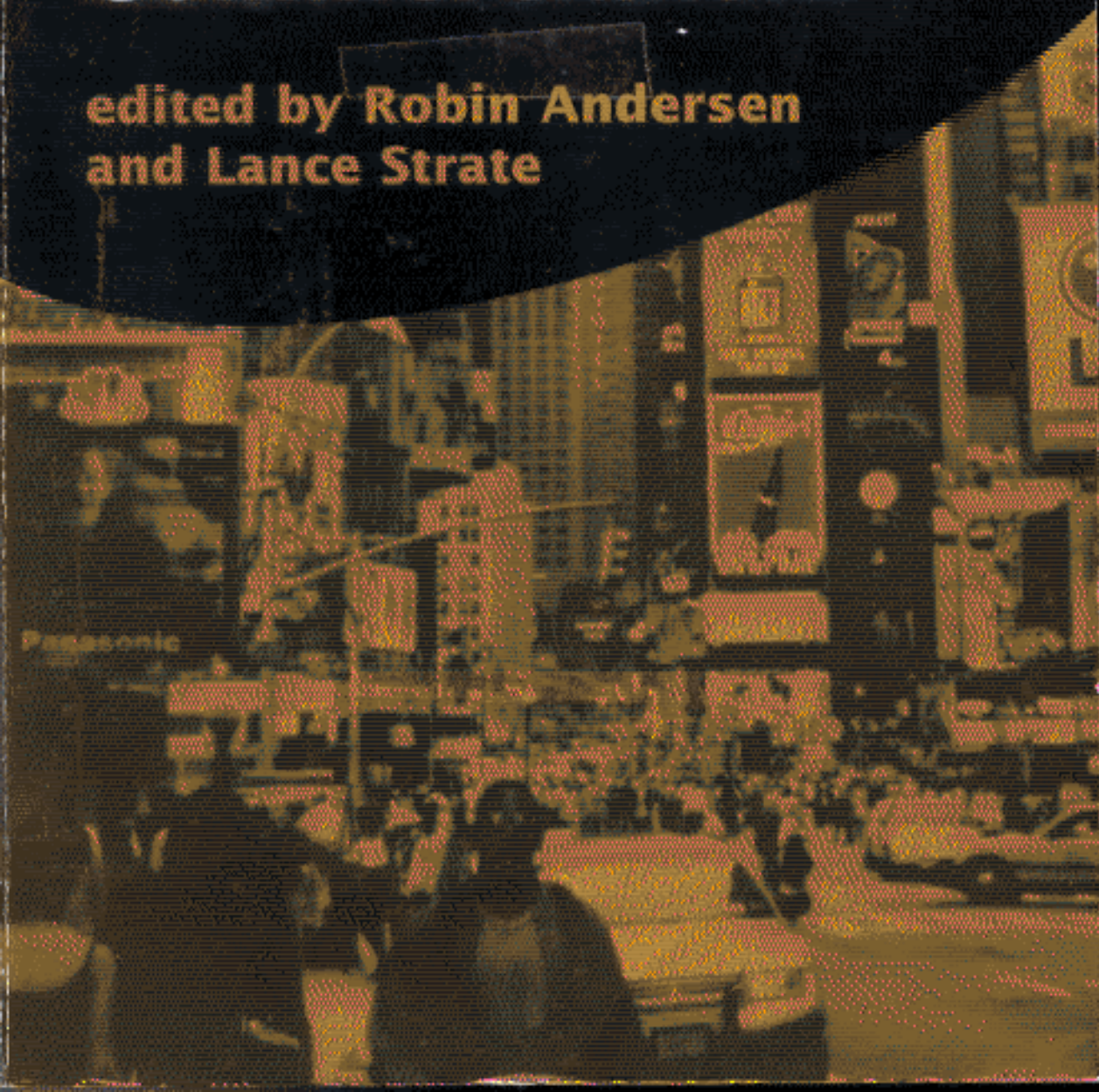


OXFORD

# Critical Studies in Media Commercialism

edited by Robin Andersen  
and Lance Strate



# Contents

Introduction	1
Robin Andersen	

---

## Part I **Human Need and the Commercial Imperative**

Introduction	25
1 <b>Advertising at the Edge of the Apocalypse</b>	27
Sut Jhally	
2 <b>American Advertising</b>	40
Marshall McLuhan	
3 <b>The Social Effects of Commercial Television</b>	47
Neil Postman	

---

## Part II **Conglomeration, Synergy, and Global Media**

Introduction	57
4 <b>The Global Media Giants</b>	59
Robert W. McChesney	
5 <b>Global Ethics in the Age of Behemoths</b>	71
Anthony Smith	
6 <b>Sold American: US News Consultants and News Issues Abroad</b>	84
Craig Allen	
7 <b>From Flick to Flack: The Increased Emphasis on Marketing by Media Entertainment Corporations</b>	101
Matthew P. McAllister	

---

## Part III **Advertising and Culture**

Introduction	125
8 <b>US Voices on UK Radio</b>	127
Nancy Morris	
9 <b>Intoxicating Consumptions: the Case of Beer Commercials</b>	145
Lance Strate	
10 <b>Road to Ruin: the Cultural Mythology of SUVs</b>	158
Robin Andersen	

- |    |  |     |
|----|--|-----|
| 11 | <b>Starbucks Coffee: Cultivating and Selling the Postmodern Brew</b> | 173 |
|    | Katherine G. Fry   |     |
| 12 | <b>Scalable Hype: Old Persuasions for New Technology</b>             | 186 |
|    | Dan Weisberg   |     |

---

Part IV **Commercial 'Diversity?'**

- |    |   |     |
|----|---|-----|
|    | Introduction  | 201 |
| 13 | <b>Image Culture and the Supermodel</b>   | 203 |
|    | Delicia Harvey and Lance Strate   |     |
| 14 | <b>Light Makes Right: Skin Colour and Racial Hierarchy in Television Advertising</b>    | 214 |
|    | Robert M. Entman and Constance L. Book  |     |
| 15 | <b>Talking Back to Calvin Klein: Youthful 'Targets' Confront their Commercial Image</b> | 225 |
|    | Lauren Tucker   |     |

---

Part V **Politics, Citizenship, and Fragmentation**

- |    |   |     |
|----|---|-----|
|    | Introduction  | 237 |
| 16 | <b>Segmenting, Signalling and Tailoring: Probing the Dark Side of Target Marketing</b>            | 239 |
|    | Joseph Turow  |     |
| 17 | <b>The Commercial Politics of the 1996 US Presidential Campaign</b>                               | 250 |
|    | Robin Andersen  |     |
| 18 | <b>Commercial Media and Corporate Presence in the K-12 Classroom</b>                              | 264 |
|    | Margaret Cassidy  |     |
| 19 | <b>Commodity Fetishism: Symbolic Form, Social Class, and the Division of Knowledge in Society</b> | 276 |
|    | Paul Lippert  |     |

---

Part VI **Resisting Persuasions**

- |    |  |     |
|----|--|-----|
|    | Introduction   | 289 |
| 20 | <b>KFC into India: a Case Study of Resistance to Globalization Discourse</b> | 291 |
|    | Melissa Wall   |     |

**CONTENTS ix**

<b>21</b>	<b>Media Literacy and the Commercialization of Culture</b>	<b>310</b>
	Norman Cowie	
<b>22</b>	<b>The Public Interest in the Twenty-First Century</b>	<b>324</b>
	Everett C. Parker	
	About the Authors	<b>333</b>
	Index	<b>337</b>