Litteraturliste IMSB 24 /IMSA 22 Spring term 2017

*All literature is available either via Lunds Electronic library (*LUBsearch)

*or via the link marked.*

Please check via the title in case the link is broken (Tested, dez. 2016)

Allan David  ”Effects of Popular Music in Advertising on Attention and Memory.” Journal of***Advertising***Research.Dec 2006, Vol. 46 Issue 4, p 434-444. 11p, ISSN 002-8499

Bench, Harmony ”Anthropology of the Flashmob”, 2013

http://dissertationreviews.org/archives/5423

Berger, Arthur “Ads, Fads, and Consumer Culture [1992], 2000 chapter 1 + 2, (31p.p)

Available

<http://ase.tufts.edu/gdae/CS/Ads%20Fads.pdf>

Bortoluzzi, Maria “Towards a Framework of Critical Multimodal Analysis: Emotion in a Film Trailer”, *Cross-Modal Analysis of Speech, Gestures, Gaze and Facial Expressions* Springer-Verlag Berlin, Heidelberg ©2009 ISBN: 978-3-642-03319-3, pp. 50 - 62 (12)

Borghini, S.,Visconti L. M., Anderson L. e Sherry J. F. Jr, “Symbiotic Postures of Commercial Advertising and Street Art: Implications for Creativity”, *Journal of Advertising,* 2010, Vol. 39 Issue 3, p113-126. (14p). DOI 10.2753/JOA0091-3367390308

Burkhalter, J.N. and C.G. Thornton “Advertising to the beat: An analysis of brand placements in hip-hop music videos” Journal of Marketing Communications, 2014 Vol. 20, No. 5, 366–382, ( 18p) http://dx.doi.org/10.1080/13527266.2012.710643

Carlsson, Sven E "Audiovisual poetry or Commercial salad of Images" - Perspective on Music Video Analysis, Perspectives on Music Video Analysis”, ca 6p

 available: filmsound.org/what\_is\_music\_video/

Chandler, Daniel “The Grammar of TV and Film - Visual Memory” 1994-2015. (8p)

available <http://visual-memory.co.uk/daniel/Documents/short/gramtv.html>

Chandler, Daniel (1995) “Notes on ‘The gaze’” (ca 20p)

Available: http://visual-memory.co.uk/daniel/Documents/gaze/

Cook, Nicholas "Music and Meaning in the Commercials", Popular Music, 1994, vol. 13, nr. 1, 27-40 (13)

Cronin, Anne M. ”Seeing Through Transparency: Performativity, Vision and Intent” *Cultural Values* Volume 3 Number 1, 1999 pp. 54-72 (18) ISSN 1362-5179

Dillon, George, *Art and the Semiotics of Images: Three Questions About Visual Meaning.* University of Birmingham, July (1999) (ca. 7p)
available <http://faculty.washington.edu/dillon/rhethtml/signifiers/sigsave.html>

Duffy, Brooke. ”Empowerment Through Endorsement? Polysemic Meaning in Dove User-Generated Advertising” *Communication, Culture & Critique* 2010 p. 26-43

 (17)

Džanić  Mirza “The semiotics of contemporary advertising messages: Decoding visuals.” ; University of Tuzla, 2013

Eckhardt, G. M., A. Bradshaw. "The Erasure of Antagonisms between Popular Music and Advertising." *Marketing Theory* 2014, pp.: 167-83. (17)

Felluga, Dino. "Terms Used by Narratology and Film Theory." *Introductory Guide to Critical Theory*.[

Available; <http://www.purdue.edu/guidetotheory/narratology/terms/>.

Gray, Jonathan “From Spoilers to Spinoffs: A Theory of Paratexts”, *Show Sold Separately Promos, Spoilers, and Other Media Paratexts,* [NYU Press](https://muse.jhu.edu/browse/publishers/nyu) 2010 (23pp)

Available: <http://paas.org.pl/wp-content/uploads/2012/12/02.-Jonathan-Gray-Show-Sold-Separately-excerpts.pdf>

Groys, Boris ”On Art Activism”, e-flux 2014, 14 pp

Available: http://www.e-flux.com/journal/56/60343/on-art-activism/

Harrison, Claire. ”Real men do wear mascara: advertising discourse and masculine identity”, *Critical Discourse Studies* Vol. 5, No. 1, 2008, pp 55-74 (19) DOI: 10.1080/17405900701768638

Huron, David. “*Music in Advertising: An Analytic Paradigm*.” *Musical Quarterly* 73 ,1989, pp. : 557–574 (17)

Available http://mq.oxfordjournals.org/content/73/4/557.full.pdf

Jian, Lee Zhao ”Which Modern Trend Advertising Methods Are More Effective in Reaching Certain Outcome?: A Review on Internet Ads, Mobile App Ads, Video Ads, Stealth Ads and Outdoor Digital Ads” , *International Journal of Management, Accounting and Economics* Vol. 2, No. 6, June, 2015, p. 595-608 (14) ISSN 2383-2126

Johnston, Keith M “Sound. no vision” , *Music, Sound & the Moving Image* 2014 Vol. 8 Issue 2, p163-178. (16p) DOI: 0.3828/msmi.2014.10.

Kjeldsen, Jens E. "Visual Rhetoric – From Elocutio To Inventio." *Proceedings of the Fourth International Conference of the International Society for the Study of Argumentation* (1999), p 455- 460 (5)

Available: https://www.academia.edu/1890638/Visual\_Rhetoric.\_From\_Elocutio\_to\_Inventio

Klein, Bethany "In Perfect Harmony: Popular Music and Cola Advertising”, *Popular Music and Society* [Volume 31](http://www.tandfonline.com/loi/rpms20?open=31#vol_31), [Issue 1](http://www.tandfonline.com/toc/rpms20/31/1), 2008 p1-20. (20p)  ISSN: 0300-7766.

Lehtonen, Mikko. "On No Man's Land: Theses on Intermediality." Nordicom Review 22.1 2001, p 71-83 ( 12).

Available: <http://www.nordicom.gu.se/sites/default/files/kapitel-pdf/28_lehtonen.pdf>

McLaren, Carrie; Hubger, Rick ”Salesnoise: the convergence of music and advertising”, Stay Free! 15, fall 1998 ” (ca. 10 p)

Lütticken, Sven ”General Performance” e-flux journal, 31, 2012, pp ca 11

Avialable: http://www.e-flux.com/journal/31/68212/general-performance/

Miller, Carolyn R.; Shepherd, Dawn (2004), “Blogging as Social Action: A Genre Analysis of the Weblog” , *Into the Blogosphere: Rhetoric, Community, and Culture of Weblogs* (June 2004) (pp. ca. 15)

Moore, Robert E. ”From genericide to viral marketing: on ‘brand’ ”, *Words and Beyond: Linguistic and Semiotic Studies of Sociocultural Order*, *Language and Communication*. 2003 23(3):331-357 (26pp) DOI: 10.1016/S0271-5309(03)00017-X,

Motschenbacher, Heiko “Speaking the gendered body: The performative construction of commercial femininities and masculinities via body-part vocabulary”, *Language in society*, 2009: 38: 1 (22p);

Nicholson, Judith A. "Flash! Mobs in the Age of Mobile Connectivity*", Fibreculture Publications/Open Humanities Press*, Issue 6 2005 .

Available: http://six.fibreculturejournal.org/fcj-030-flash-mobs-in-the-age-of-mobile-connectivity/

O'Barr, William M. "Representations of Masculinity and Femininity in Advertising", *Advertising & Society Review*, 2006, vol. 7, nr. 2. (ca 7)

Ostberg Jacob ”Thou shalt sport a banana in thy pocket: Gendered body size ideals in advertising and popular culture” (Centre for Fashion Studies, Stockholm University, Sweden), *Marketing Theory* 2010, 45-73 (18pp) ISNN 70-593114, DO I10.1177/1470593109355255

Pekkilä, Erkki ”Connotative Meaning and Advertising Music , 1997 Applied Semiotics/Sémiotique appliquée 2:4 (1997), 119-131 (12)

<http://french.chass.utoronto.ca/as-sa/ASSA-No4/Vol2.No4.Pekkila.pdf>

 Sauer, Matthias ”Cue-recognition effects in the assessment of movie trailers*” Journal of Retailing and Consumer Services* 21 (2014) 376–382 (6) DOI:10.1016/j.jretconser.2013.12.005

Schrøder, K.C.. ”Making Sense of audience discourses. Towards a multidimensional model of mass media reception”, *European Journal of Cultural Studies,* May 2000, 3(2):233-258 Language: English. DOI: 10.1177/136754940000300205

Schroeder, Jonathan E ; Zwick, Detlev ”Mirrors of Masculinity in Advertising, Consumption” *Markets & Culture*, ISSN 1025-3866, 03/2004, Volym 7, Nummer 1, pp. 21 – 52 (31)

Scolari, Carlos Alberto “Transmedia Storytelling: Implicit Consumers, Narrative Worlds, and Branding in Contemporary Media Production”, *International Journal of Communication* 3 (2009), pp. 586-606 (20p) DOI: 1932-8036/20090586
Available: http://beta.upc.edu.pe/matematica/portafolios/nmynt/transmedia\_storytelling-.pdf

Scott C. Purvis, Harlan Spotts ”How Digital Conversations Reinforce Super Bowl Advertising.The Power of Earned Media Drives Television Engagement” ,*Journal of Advertising Research (JAR)*, Vol 54, No. 4 (16p)

Sprague , Robert; Wells, Mary Ellen ”Regulating Online Buzz Marketing: Untangling a Web of Deceit”, *American Business Law Journal* Volume 47, Issue 3, 415–454, Fall 2010

Suckfüll, Monika , Moellerong, Kristin “The differential success of movie trailers*”,* [*Journal of Retailing and Consumer Services*](http://www.sciencedirect.com.ludwig.lub.lu.se/science/journal/09696989)*,* 2015, 22:138-144 , (6) DOI:10.1016/j.jretconser.2014.10.003

Turnbull, Joe ”Art and Advertising: friends or foes” , *Apollo. The International Art magazine*”, 12. Aug. 2014, ca 2 p

Available: http://www.apollo-magazine.com/art-advertising-friends-foes/

Walker, R.A.. “Fill/flash/memory: A history of flash mobs”.  Text and Performance Quarterly, 33, 115-132.(17) . DOI: 10.1080/10462937.2013.764002

Waskul, Dennis, Vannini, Phillip ”Introduction: the Body in Symbolic Interaction”, *Body/Embodiment : Symbolic Interaction and the Sociology of the Body,* Ashgate 200*6* Pages 1-18. A *-*

Available http://www.hainmc.edu.cn/u/cms/sheke/201406/04142714jyei.pdf

Vainshtein, Olga ”Being Fashionable: Controversy around Disabled Models Russian State University for the Humanities (36) Electronic publication: Fashion Colloquia, London College of Fashion 2011 (36p)

Available: http://process.arts.ac.uk/sites/default/files/olga-vainshtein-being-fashion-able-controversy-around-disabled-models.pdf

Reading amount: ca. 610 p.

**Films**

Bradley, Scott, (05.11.2010) Intro to Film Technique and Terminology

available: https://www.youtube.com/watch?v=oFUKRTFhoiA

Dixon, Wheeler Winston  Frame by Frame : Camera Moves

available: https://www.youtube.com/watch?v=OwEnJRUogYA

Learn about film (2015)

available: <http://learnaboutfilm.com>

Film Language

available: <http://www.wabashcenter.wabash.edu/syllabi/w/weisenfeld/rel160/filmterm.html#CFD>

**Further Readings (Not obligatory)**

Antonopoulou, Aikaterini ” From digital creations of space to analogous experiences of places :living in second life and acting in Flash Mob”, Diss. 2013.

https://theses.ncl.ac.uk/dspace/bitstream/10443/2316/1/Antonopoulou%2013.pdf

Gray J. ”Television Pre-Viewing and the Meaning of Hype”. Conference Papers -- *International Communication Association* [serial online]. 2007 Annual Meeting 2007;:1. Available from: Communication Source, Ipswich, MA. Accessed January 16, 2016.)

Dwivedi, Yogesh K.; Kapoor, Kawaljeet Kaur; Chen, Hsin.  “Social media marketing and advertising.” *Marketing Review.*Autumn 2015, Vol. 15 Issue 3, p289-309. 21p.

Kassabian, Anahid ”The End of Diegesis As We Know It?   In [*The Oxford Handbook of New Audiovisual Aesthetics*](http://www.oxfordhandbooks.com/view/10.1093/oxfordhb/9780199733866.001.0001/oxfordhb-9780199733866)*, 2013*

Korsgaard Mathias” Bonde Music Video Transformed” in **The Oxford Handbook of New Audiovisual Aesthetics** , ed. John Richardson, Claudia Gorbman, and Carol Vernallis, 2013, 501-524 (23)

Schroeder, Jonathan E ; Zwick, Detlev ”Mirrors of Masculinity in Advertising, Consumption” *Markets & Culture*, ISSN 1025-3866, 03/2004, Volym 7, Nummer 1, pp. 21 – 52 (31)

Sashittal, R Sriramachandramurthy, M Hodis. ”Targeting collegestudents on Facebook? How to stop wasting your money.” HC Business Horizons 55 (5), 495-507

Vainshtein, Olga ”Being Fashion-able: Controversy around Disabled Models Russian State University for the Humanities (36)

Available: <http://process.arts.ac.uk/sites/default/files/olga-vainshtein-being-fashion-able-controversy-around-disabled-models.pdf>