Litteraturliste IMSB 24 2022

*All literature is available on Canvas*

Aiello; Giorgia et al. ”**When corporations come to define the visual politics** of **gender**: The case of Getty Images”. White Rose Research Online URL for this paper: http://eprints.whiterose.ac.uk/94210/. Article: Aiello, Gorcid. org/0000&0002&9636&1016 and Woodhouse, A (2016) (18p)

Anholt, Simon ”Place branding: Is it marketing, or isn’t it?”, Place Branding and Public Diplomacy (2008) 4,pp. 1–6. (6)  
doi:10.1057/palgrave.pb.6000088

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

Deleuze, Gilles ”Postscript on the Societies of Control”. October, Vol. 59. (Winter, 1992), pp. 3-7 (4)

Stable URL: http://links.jstor.org/sici?sici=0162-2870%28199224

Dovey , Kim; Simon Wollan & Ian Woodcock (2012) “Placing Graffiti: Creating and Contesting Character in Inner-city Melbourne”, *Journal of Urban Design*, 17:1, 21-41, (20) DOI: 10.1080/13574809.2011.646248

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

(17)

Elden Stuart ”There is a Politics of Space because Space is Political. Henri Lefebvre and the Production of Space” *Radical Philosophical Review*, Vol 10, 2: 2007 , pp. 101-116 (15)

Entwistle, Joanne (2007) “Addressing the Body” in: *Fashion Theory Reader* ed. Malcolm Barnard, ISBN: 9780415413398)

Foucault, Michel ” Of Other Spaces: Utopias and Heterotopias” (“Des Espace Autres,” March 1967) *Architecture /Mouvement/ Continuité*  October, 1984 ( Translated from the French by Jay Miskowiec)

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

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

Hackley, Christopher (2002) ”The Panoptic Role of Advertising Agencies in the Production of Consumer Culture”, *Consumption Markets & Culture*, 5:3, 211-229, (18)  
DOI: 10.1080/10253860290031640

https://doi.org/10.1080/10253860290031640

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

Hornbeck, Eliszabeth ”Architecture and Advertising” Journal of Architectural Education (1984-), Vol. 53, No. 1 (Sep., 1999), pp. 52-57 (6p)

Hodorogea, Vasile – ”Intersemiotics in Contemporary Advertising. From Sign Translation to Meaning Coherence”, PROFESSIONAL COMMUNICATION AND TRANSLATION STUDIES, 8 / 2015, pp. 45- 56 (11)

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

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

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

Makeham, Paul. ”Performing the City” Theatre Research International,v ol. 30 | no. 2 | 2005; pp150–160 (10) doi:10.1017/S030788330500115X

Marshall, D., Davis, T., Hogg, M., Schneider, T., & Petersen, A. (2014). From overt provider to invisible presence: Discursive shifts in advertising portrayals of the father in Good Housekeeping, 1950-2010. Journal of Marketing Management, 30(15-16), 1654-1679. <https://doi.org/10.1080/0267257X.2014.945471>

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)

Molotch, Harvey ” Review: The Space of Lefebvre” *Theory and Society*, Vol. 22, No. 6 (Dec., 1993), pp. 887-895 (12)

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); Stable URL: http://www.jstor.org/stable/40207912

Nicholson, Judith A. "Flash! Mobs in the Age of Mobile Connectivity*", Fibreculture Publications/Open Humanities Press*, Issue 6 2005 . (ca 30)

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

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

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

Sklair, Leslie ”Iconic architecture and capitalist globalization.” City, 10:1,

21-47,(26)

DOI: 10.1080/13604810600594613. Taylor and Francis Ltd.

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)

Spotts, Harlan E; Purvis, C. Scott; Patnaijk, Sandeep, “Reinforce Super Bowl Advertising. The Power of Earned Media Drives Television Engagement” , *Journal of Advertising Research (JAR)*, Vol 54, No. 4 (16p) DOI: 10.2501/JAR-54-4-454-468   
http://www.gandrllc.com/wp-content/uploads/JAR-54-4-454-468-How-Digital-Conversations-Reinforce-Super-Bowl-Advertising.pdf

Sprague , Robert; Wells, Mary Ellen ”Regulating Online Buzz Marketing: Untangling a Web of Deceit”, *American Business Law Journal* Volume 47, Issue 3, 415–454, (39).Fall 2010

Skjulstad, Sunne Mashing Up the Fashion Image - Instagram Art, Fashion, and Technoculture in Douglas , *Ekfrase* Nr 01-02 - 2016 -

Available : https://www.idunn.no/ekfrase/2016/01-02/mashing\_up\_the\_fashionimage\_-\_instagram\_art\_fashion\_and\_

Tuten, Tracy L., “Socialcentricity and the Emergence of Social-Media Marketing”, chapter 2 and 3 in *Advertising 2.0 : social media marketing in a web 2.0 world*, Praeger Publishers: Westport 2008, pp1-36.

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

# Urde, M. “The Corporate Brand Identity and Reputation Matrix – The case of the Nobel Prize”, Journal of Brand Management, Jan. 2016, 23: 1, pp 89–117 (28) <https://link.springer.com/article/10.1057/bm.2015.49>

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

Vainshtein, Olga (2012) “I Have a Suitcase Just Full of Legs Because I Need Options for Different Clothing”: *Accessorizing Bodyscapes, Fashion Theory*, 16:2, 139-169 (33)

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. (18)

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

Wallenstein, Sven-Olov ”The Necessary Fetishism of the Work of Art” in: Hegelian Marxism. ; 107-125; E-artikel/ Availble

Reading amount: ca. 610 p.

**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*

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

**Film Language**

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

**Transmedia and Advertising**

<https://www.slideshare.net/ivanaskwith/transmedia-and-advertising/27>

<http://www.stateofdigital.com/complete-guide-transmedia-storytelling/>

**Internet Advertising**

Facebook advertising :   
<https://blog.hootsuite.com/how-to-advertise-on-facebook/#why>

**Experience Economy**

https://hbr.org/1998/07/welcome-to-the-experience-economy