



## Advertising (Routledge Introductions to Media and Communications)

By Iain MacRury

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Advertising, once seen as 'the official art of capitalist society' is an increasingly commonplace component of a characteristically promotional culture. Iain MacRury's *Advertising* offers the means to explore and evaluate this transition with an introduction to advertising for the contemporary reader.

*Advertising* provides a clear and easy guide to a changing cultural and commercial genre. It explores how advertising can be studied as a cultural industry, and as a sign system, and how adverts and the reception of adverts can be considered drawing on approaches from literary criticism, structuralism, post-structuralism, psychoanalysis and ethnography.

Written in an accessible and interesting style, *Advertising* is the ideal introductory book for students of media, communication and journalism.

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### **Editorial Review**

About the Author

**Iain MacRury** is Principal Lecturer in the School of Social Sciences, Media and Cultural Studies at the University of East London. His previous publications include *The Dynamics of Advertising* (co-authored with Barry Richards and Jackie Botterill, 2000) and *Buy This Book: Studies in Advertising and Consumption* (co-edited with Mica Nava, Andrew Blake and Barry Richards, 1996).

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