



Provocateur: Images of Women and Minorities in Advertising

By Anthony J. Cortese

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In the fourth edition of *Provocateur*, sociologist Anthony J. Cortese offers an up-to-date, critical analysis of modern advertising. Though we often hear that we live in a period of unprecedented gender and racial equality, both racism and sexism persist in a most telling area—the ads with which we are inundated every day in newspapers and magazines and online. Cortese examines the ideologies surrounding gender and race by delving into the presentation of women, ethnic minorities, children, and anyone who is qualified as “other” in society.

Featuring a fresh selection of nearly 400 advertisements, this edition includes new scholarship from gender, racial, and cultural studies, new chapters on gay and lesbian marketing and aggression and violence in the media, an expanded chapter on race in advertising, and more. This edition is ideal for sociology, communication, and gender and ethnic studies courses as well as for use as go-to reference.

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Editorial Review

Review

A fascinating examination of an underexplored aspect of advertising and its impact on all of our lives. (Jean Kilbourne, EdD, author of *Can't Buy My Love: How Advertising Changes the Way We Think and Feel* and *So Sexy So Soon: The New Sexualized Childhood and What Parents Can Do to Protect Their Kids*)

Cortese's analysis should motivate readers to pay more careful attention to the multitude of images that daily bombard us through advertising. Cortese teaches readers how to deconstruct and critically respond to the sexism, racism, and heterosexism embedded in many advertisements, making *Provocateur* as much a call to action as it is a textbook. (Claire M. Renzetti, professor and chair of sociology and Judi Conway Patton Endowed Chair at the Center for Research on Violence against Women, University of Kentucky)

Cortese continues to offer timely and important insights into how women, members of ethnic and racial minorities, and members of LGBT communities are framed and imaged in advertising. (Jim Snow, Loyola University Maryland)

Praise for Previous Editions

This volume is an excellent historical and up-to-date analysis of how advertising targets ethnic minorities, gays and lesbians, as well as white heterosexuals. Academic readers will find eclectic scholarship representing feminist theory, sociology of advertising, ethnic studies, dramaturgy, postmodernism, and media literacy. In addition, Cortese provides practical advice on how readers can combat their own cultural conditioning, which may be racist. An outline for evaluating advertising is also included as an appendix. These guides, along with the excellent analysis throughout, make this an outstandingly useful volume. Excellent bibliography and index. Essential. (*CHOICE*)

The author takes a close look behind the scenes of contemporary culture, examining the hidden messages and social meaning of advertising and its use of images of women and minorities. (*Business Horizons*)

A well-researched, thoughtful examination of an aspect of advertising that is seldom discussed and would be an excellent textbook or supplemental reading for advertising, media in society, and women and minorities in media courses. (*Journalism & Mass Communication Quarterly*)

Cortese asks some very good questions, and he has a good eye for recent trends. (*Ideology and Cultural Production*)

About the Author

Anthony J. Cortese is professor of sociology at Southern Methodist University.

Users Review

From reader reviews:

Madeline Williams:

Book is to be different for every single grade. Book for children until adult are different content. As it is known to us that book is very important for people. The book Provocateur: Images of Women and Minorities in Advertising had been making you to know about other knowledge and of course you can take more information. It is quite advantages for you. The book Provocateur: Images of Women and Minorities in Advertising is not only giving you far more new information but also to get your friend when you truly feel bored. You can spend your current spend time to read your guide. Try to make relationship together with the book Provocateur: Images of Women and Minorities in Advertising. You never sense lose out for everything in case you read some books.

Kevin Hamby:

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Yvonne Matz:

Spent a free time to be fun activity to perform! A lot of people spent their free time with their family, or their very own friends. Usually they performing activity like watching television, gonna beach, or picnic inside the park. They actually doing ditto every week. Do you feel it? Would you like to something different to fill your own personal free time/ holiday? Can be reading a book is usually option to fill your free of charge time/ holiday. The first thing you will ask may be what kinds of e-book that you should read. If you want to attempt look for book, may be the book untitled Provocateur: Images of Women and Minorities in Advertising can be very good book to read. May be it is usually best activity to you.

Marvin Ober:

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