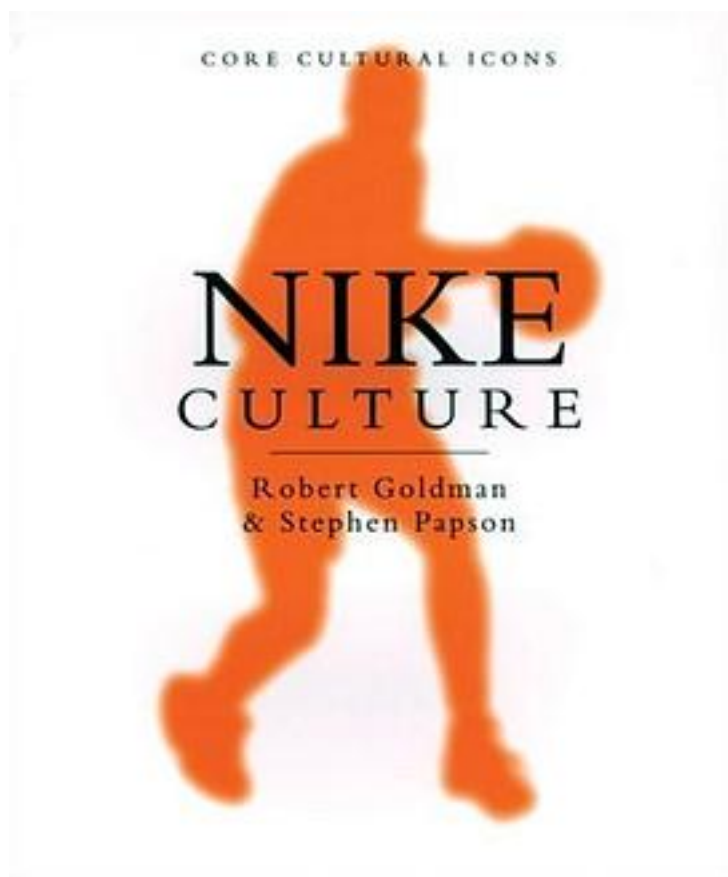


# Nike Culture



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著者:Robert Goldman

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Is advertising changing the way we think about society and ourselves? Does the sign-world of advertising inevitably fuse fantasy with commodities? These are central questions in the sociology of advertising. Most studies deal with them by presenting broad sweeping surveys of theory and ad culture. This is one of the first studies to take an in-depth look at how an advertising image works. It exposes the psychology,

sociology, culture and semiotics of the Nike swoosh logo. Nike Culture argues that contemporary society is, above all, a sign economy. The more that signifiers resonate through the intended audiences, the more economically successful the corporation will be. Blending themes of empowerment, transcendence and irreverence, the advertising campaign launches by Nike promoted the company to the top of the sports shoe and apparel industry. Its swoosh logo is now globally pervasive and Nike has become synonymous with sports culture. Nike Culture describes and deconstructs the themes and structures of Nike advertising, outlines the contradictions between image and practice, and explores the logic of the sign economy. In addition, by focusing in issues revolving around race, class and gender, the desire for both community and recognition, and the construction of sport as a spiritual enterprise, the book offers insights into the cultural contradictions embedded in sports culture. Engrossing and illuminating, Nike Culture provides a wealth of detail harnessed to an authoritative analysis. This book will be required reading on courses in sociology, media studies and cultural studies.

作者介绍:

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## 标签

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