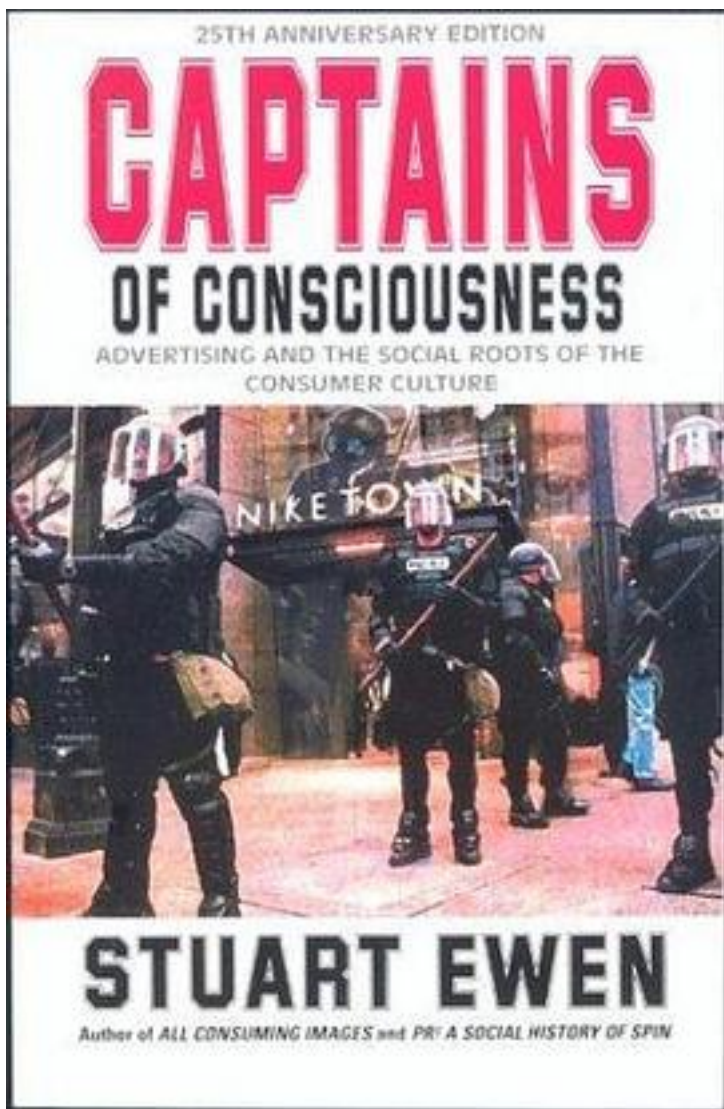


# Captains of Consciousness



[Captains of Consciousness\\_ 下载链接1](#)

著者:Stuart Ewen

出版者:Basic Books

出版时间:2001-6-28

装帧:Paperback

isbn:9780465021550

The 25th anniversary edition of a sociology classic—a groundbreaking look at the history of advertising and consumer culture as defining forces in American life. *Captains of Consciousness* offers a historical look at the origins of the advertising industry and consumer society at the turn of the twentieth century. For this new edition Stuart Ewen, one of our foremost interpreters of popular culture, has written a new preface that considers the continuing influence of advertising and commercialism in contemporary life. Not limiting his critique strictly to consumers and the advertising culture that serves them, he provides a fascinating history of the ways in which business has refined its search for new consumers by ingratiating itself into Americans' everyday lives. A timely and still-fascinating critique of life in a consumer culture.

作者介绍:

Stuart Ewen is Professor and Chair of the Department of Film & Media Studies at Hunter College. He is also a filmmaker and lives in New York City

目录:

[Captains of Consciousness 下载链接1](#)

标签

傳媒

課本

英文

美国

社會

传播学

consumerculture

advertising

评论

-----  
[Captains of Consciousness 下载链接1](#)

书评

-----  
[Captains of Consciousness 下载链接1](#)