



SWIFT

The Popular Life of Subliminal Influence

Charles R. Acland

VIEWING

Swift Viewing The Popular Life Of Subliminal Influence

Charles R. Acland



Swift Viewing The Popular Life Of Subliminal Influence:

Swift Viewing Charles R. Acland, 2012-01-02 Acland looks back at the strange history of subliminal seduction a theory first propagated in the late 1950s by marketing researcher James Vicary who claimed that movie audiences bought more refreshments if advertising messages too quick to be noticed were inserted into movies The study was soon proven false but that hasn't kept the concept from having a long afterlife in the popular imagination Adman's Dilemma Paul Rutherford, 2018-01-01 The Adman's Dilemma is a cultural biography that explores the rise and fall of the advertising man as a figure who became effectively a licensed deceiver in the process of governing the lives of American consumers Apparently this personage was caught up in a contradiction both compelled to deceive yet supposed to tell the truth It was this moral condition and its consequences that made the adman so interesting to critics novelists and eventually filmmakers The biography tracks his saga from its origins in the exaggerated doings of P T Barnum the emergence of a new profession in the 1920s the heyday of the adman's influence during the post WW2 era the later rebranding of the adman as artist until the apparent demise of the figure symbolized by the triumph of that consummate huckster Donald Trump In The Adman's Dilemma author Paul Rutherford explores how people inside and outside the advertising industry have understood the conflict between artifice and authenticity The book employs a range of fictional and nonfictional sources including memoirs novels movies TV shows websites and museum exhibits to suggest how the adman embodied some of the strange realities of modernity Advertising and the Transformation of Screen Cultures Bo Florin, Patrick Vonderau, Yvonne Zimmermann, 2025-10-01 Advertising has played a central role in shaping the history of modern media While often identified with American consumerism and the rise of the Information Society motion picture advertising has been part of European visual culture since the late nineteenth century With the global spread of ad agencies moving image advertisements became a privileged cultural form to make people experience the qualities and uses of branded commodities to articulate visions of a good life and to incite social relationships Abandoning a conventional delineation of fields by medium country or period this book suggests a lateral view It charts the audiovisual history of advertising by focussing on objects products and services screens exhibition programming physical media practices production marketing and intermediaries ad agencies In this way the book develops new historical methodological and theoretical perspectives *The Science of Reading* Adrian Johns, 2023-04-05 For the first time the story of how and why we have plumbed the mysteries of reading and why it matters today Reading is perhaps the essential practice of modern civilization For centuries it has been seen as key to both personal fulfillment and social progress and millions today depend on it to participate fully in our society Yet at its heart reading is a surprisingly elusive practice This book tells for the first time the story of how American scientists and others have sought to understand reading and by understanding it to improve how people do it Starting around 1900 researchers convinced of the urgent need to comprehend a practice central to industrial democracy began to devise instruments and experiments to

investigate what happened to people when they read They traced how a good reader s eyes moved across a page of printed characters and they asked how their mind apprehended meanings as they did so In schools across the country millions of Americans learned to read through the application of this science of reading At the same time workers fanned out across the land to extend the science of reading into the social realm mapping the very geography of information for the first time Their pioneering efforts revealed that the nation s most pressing problems were rooted in drastic informational inequities between North and South city and country and white and Black and they suggested ways to tackle those problems Today much of how we experience our information society reflects the influence of these enterprises This book explains both how the science of reading shaped our age and why with so called reading wars still plaguing schools across the nation it remains bitterly contested

Hot Planet, Cool Media Stephen Harper,2023-04-23 From the Arab Spring and London riots through the era of Brexit and Trump the Covid 19 pandemic and war in Europe this volume collects eleven years of lively informative and entertaining essays and polemics focusing on media treatment of major world events political entanglements and culture war squabbles Taking aim at the distortions and omissions of news reports and cultural narratives in the Western world Stephen Harper highlights the dislocation between humanity s existential crisis and the failure of the corporate media to register its underlying causes or even to entertain any real discussion of its solution Instead he argues the media blithely serve the narrow interests of a global elite that is subjecting the planet to a reign of fire in the form of endless wars and ecological destruction Harper reviews contemporary journalistic cinematic and televisual coverage engaging with broad cultural topics such as cancel culture the incel phenomenon and Covid conspiracy theories as well as key events like the debate between Jordan Peterson and Slavoj i ek For all its eclecticism Hot Planet Cool Media has an ideological cohesiveness rejecting popular left and right political positions and advocating the cause of socialism or communism in the Marxian sense of a classless leaderless moneyless society

Cinema's Military Industrial Complex Haidee Wasson, Lee Grieveson,2018-01-23 The vast and vastly influential American military machine has been aided and abetted by cinema since the earliest days of the medium The US military realized very quickly that film could be used in myriad ways training testing surveying and mapping surveillance medical and psychological management of soldiers and of course propaganda Bringing together a collection of new essays based on archival research Wasson and Grieveson seek to cover the complex history of how the military deployed cinema for varied purposes across the the long twentieth century from the incipient wars of US imperialism in the late nineteenth century to the ongoing War on Terror This engagement includes cinema created and used by and for the military itself such as training films the codevelopment of technologies chemical mechanical and digital and the use of film and related mass media as a key aspect of American soft power at home and around the world A rich and timely set of essays this volume will become a go to for scholars interested in all aspects of how the military creates and uses moving image media

Advertising and Consumer Society Nicholas Holm,2023-04-03 This critical introductory text explores the role of

advertising in contemporary culture and its connections to larger economic social and political forces Written in an engaging and accessible style and incorporating a wide range of examples from around the world the chapters introduce the key concepts methods and debates needed to analyse and understand advertising From an investigation of advertising s crucial function in media economics and our wider capitalist system to a consideration of the people who both make and watch advertising this insightful text enables students to make sense of advertising s powerful influence as both an economic force and an artistic form assess the various claims of these two perspectives on advertising and understand how they challenge and complicate one another This revised second edition includes a new chapter on branding and promotional culture and substantially updated content on topics like digital and online advertising surveillance and empowerment as well as brand new topics like self branding influencers and using technology to evade advertising Equipping students with the skills needed to partake in this lively discourse the text is an invaluable resource for studying advertising critically It is essential reading for students of advertising media studies and communication studies

Principles of Marketing Philip Kotler,Gary Armstrong,Lloyd C. Harris,Hongwei He,2019 Philip Kotler is S C Johnson Son Distinguished Professor of International Marketing at the Kellogg Graduate School of Management Northwestern University Gary Armstrong is Crist W Blackwell Distinguished Professor Emeritus of Undergraduate Education in the Kenan Flagler Business School at the University of North Carolina at Chapel Hill Lloyd C Harris is Head of the Marketing Department and Professor of Marketing at Birmingham Business School University of Birmingham His research has been widely disseminated via a range of marketing strategy retailing and general management journals Hongwei He is Professor of Marketing at Alliance Manchester Business School University of Manchester and as Associate Editor for Journal of Business Research

Films That Work Harder Vinzenz Hediger,Florian Hoof,Yvonne Zimmermann,Scott Anthony,2025-10-01 What unleashed the forces of global capitalism which continue to shape the world that we live in Economists and economic historians variously point to innovations in logistics and trade the emergence of a new set of business friendly values and the emergence of new forms of applied knowledge in early modernity to solve this riddle This book focuses on the moving image as a factor of economic development In a series of in depth cases studies at the intersection of film and media studies science and technology studies and economic and social history Films That Work Harder The Circulations of Industrial Film presents an in depth global perspective on the dynamic relationship between film industrial organization and economic development Bringing together new research from leading scholars from Europe Asia Australia and North America this book combines the state of the art in the field with an agenda for a future research Provides a in depth global perspective on the complex dynamic relationship of film visual and organizational rhetoric and economic development It brings together the leading scholars in a burgeoning new field of film studies with original work not previously presented elsewhere Contributes towards the further development of an exciting new interdisciplinary research paradigm at the intersection of film studies economic history science and

technology studies and the social sciences **Deceitful Media** Simone Natale, 2021 Artificial intelligence AI is often discussed as something extraordinary a dream or a nightmare that awakens metaphysical questions on human life Yet far from a distant technology of the future the true power of AI lies in its subtle revolution of ordinary life From voice assistants like Siri to natural language processors AI technologies use cultural biases and modern psychology to fit specific characteristics of how users perceive and navigate the external world thereby projecting the illusion of intelligence Integrating media studies science and technology studies and social psychology Deceitful Media examines the rise of artificial intelligence throughout history and exposes the very human fallacies behind this technology Focusing specifically on communicative AIs Natale argues that what we call AI is not a form of intelligence but rather a reflection of the human user Using the term banal deception he reveals that deception forms the basis of all human computer interactions rooted in AI technologies as technologies like voice assistants utilize the dynamics of projection and stereotyping as a means for aligning with our existing habits and social conventions By exploiting the human instinct to connect AI reveals our collective vulnerabilities to deception showing that what machines are primarily changing is not other technology but ourselves as humans Deceitful Media illustrates how AI has continued a tradition of technologies that mobilize our liability to deception and shows that only by better understanding our vulnerabilities to deception can we become more sophisticated consumers of interactive media

Unveiling the Magic of Words: A Report on "**Swift Viewing The Popular Life Of Subliminal Influence**"

In a world defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their ability to kindle emotions, provoke contemplation, and ignite transformative change is truly awe-inspiring. Enter the realm of "**Swift Viewing The Popular Life Of Subliminal Influence**," a mesmerizing literary masterpiece penned by a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve in to the book is central themes, examine its distinctive writing style, and assess its profound affect the souls of its readers.

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Swift Viewing The Popular Life Of Subliminal Influence Introduction

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