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Advertising, the Media and Globalisation: A World in Motion

John Sinclair

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This book offers a critical, empirically-grounded and contemporary account of how advertisers and agencies are dealing with a volatile mediascape throughout the world, taking a region-by-region approach.

It provides a clear, systematic, and synoptic analysis of the dynamic relationship between media, advertisers, and agencies in the age of globalization, and in an era of transition from ‘mass’ to ‘social’ media.

Advertising attracts much public criticism for the commercialization of culture and its apparent impact on social and personal life. This book outlines and assesses the issues involved, with regard to how they are manifested in different national, regional and global contexts. Topics covered include:

- advertising as an object of study
- global trends in the advertising industry
- advertising and the media in motion
- current issues in advertising, media and society
- advertising, globalization and world regions.

While maintaining a contemporary focus, the book explains developments over recent decades as background to the globalisation of what it calls the manufacturing-marketing-media complex.

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