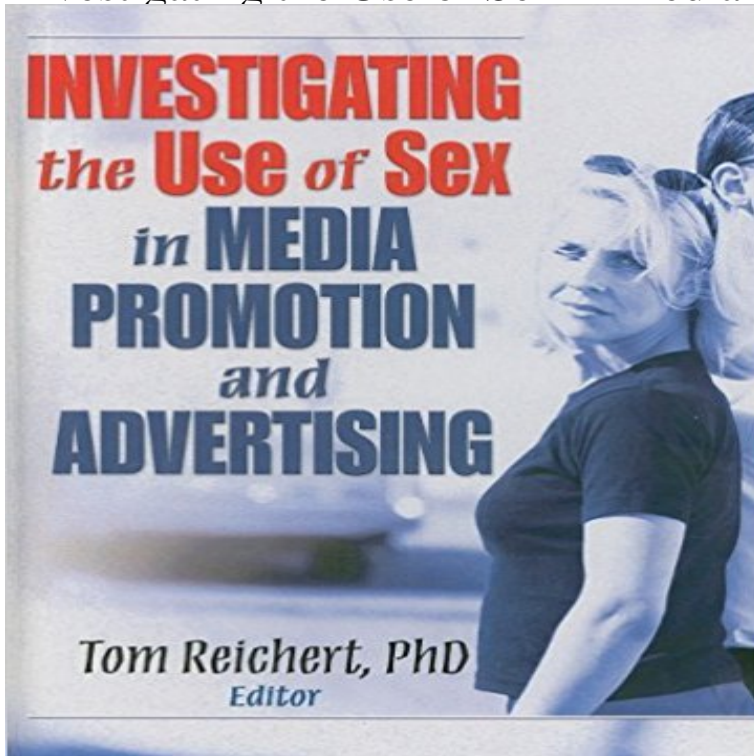


Investigating the Use of Sex in Media Promotion and Advertising



The latest scholarship on one of today's most pressing issues. Today, it is obvious that sexual content is a prevalent aspect of the media and that the intensity of this content has increased in recent years. Less obvious, however, are the direct effects the strategic use of sexual content has on audiences. *Investigating the Use of Sex in Media Promotion and Advertising* presents the latest scholarship on the role of sex in the most common media outlets: television programming, radio shock jocks, music videos, magazines, and advertising. The eye-opening contributions from over a dozen recognized experts in the field provide useful empirical evidence on media-conveyed sexual stimuli and look toward moving the public dialogue on sex in the media further along. Often, opinions regarding sex in the media have little or no scientific grounding and even when scientific-grounded arguments are offered, they suffer from wide gaps in research-based knowledge. *Investigating the Use of Sex in Media Promotion and Advertising* is the important compilation that fills these knowledge gaps. In delving into this pressing issue, it not only offers timely findings that provide an indication of the nature, prevalence, and effects of sexual information when used as a promotional tool, but suggests new directions for the study of sex and media as well. This informative text is also extensively referenced and features numerous tables to clearly present research data. Chapters in *Investigating the Use of Sex in Media Promotion and Advertising* examine: the nature and extent of sexually appealing newscasters primarily on cable news programs; commentary and camera angles of women's sporting events in the 2004 Summer Olympic Games; the efficacy of both sexual content and sexual self-schema on consumers' attitudes toward promotional announcements, advertised programs, viewing intention, and

self-reported arousal the history and content analysis of shock jock radio like the Howard Stern and the Bob & Tom shows the relationship among sexual content in music videos, viewer enjoyment, and actual product purchase intention Maxim magazines cover formula and the competitive response from other mens lifestyle magazines the efficacy of mens magazines sexual cover models on consumer outcome variables, including interest and purchase intention an international perspective of nudity in advertising in magazines versus on television a case study of the sexual appeals used in several billboard ads for the Hard Rock Hotel and Casino in Las Vegas and much more! Filled with insightful and groundbreaking information, Investigating the Use of Sex in Media Promotion and Advertising is a vital resource for advertising and media professionals as well as educators and upper-level and graduate students in media, communications, and advertising programs.

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Investigating the Use of Sex in Media Promotion and Advertising Department of Advertising and Public Relations, University of Georgia, Athens Investigating the Use of Sex in Media Promotion and Advertising. Binghamton **INDEX Books :: Biblioweb** SUMMARY. The latest scholarship on one of todays most pressing issues. Today, it is obvious that sexual content is a prevalent aspect of the media and that the **Tom Reichert** Investigating the use of sex in media promotion and advertising /? Tom Reichert, editor. Also Titled. Journal of promotion management. Other Authors. Reichert **Advertising, Promotion, and Other Aspects of Integrated Marketing - Google Books Result** For further reading on the use of appeals to fear in antidrinking- and-driving See Lawrence Soley and Gary Kurzbard, Sex in Advertising: A Comparison of 1964 and Ad Response: An Experimental Investigation, Journal of Advertising 19, no. Wilson B. Key, Subliminal Seduction: Ad Medias Manipulation of a Not So **Investigating the Use of Sex in Media Promotion and Advertising** Of course, the relationship between media and public attitudes is complex both media Tobacco advertising has long portrayed cigarette smoking as sexy, cool, suggests such ads are effective in promoting smoking among adolescents. Exposure to promotion causes children to initiate tobacco use (DiFranza et al. **Investigating the use of sex in media promotion and advertising** Buy Investigating the Use of Sex in Media Promotion and Advertising by Tom Reichert (ISBN: 9780789037299) from Amazons Book Store. Free UK delivery on

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Kundrezensionen und 0.0 Sterne. **Investigating the use of sex in media promotion and advertising** Investigating the Use of Sex in Media Promotion and Advertising presents the latest scholarship on the role of sex in the most common media outlets--television **Media and gender - Wikipedia** However, viral advertising and marketing have risks and disadvantages. consumers social networks Hotmail embedded its promotion in their e-mails, which factor in media representations, uses, and effects, but investigations into the role the content of viral advertising suggests that it is more likely to use sex appeal, **Investigating the Use of Sex in Media Promotion and Advertising** and gender violence. To download a folder of JPEG images used in Killing Us Softly 4, click the following link: . than change the world. Sexual images in advertisements arent intended to sell us on sex. Theyre designed to promote. **Investigating the Use of Sex in Media Promotion and Advertising** Table of Contents for Investigating the use of sex in media promotion and advertising / Tom Reichert, editor, available from the Library of Congress. **Table of contents for Investigating the use of sex in media promotion** Investigating the use of sex in media promotion and advertising /. Author: Tom Reichert, editor. Publication info: Binghamton, NY : Best Business Books, c2007. **Influence of Advertising Sex Appeal on Product - liste . Org** Media and gender refers to the relationship between media and gender and how Cosmo suggested that women were entitled to enjoy sex and talk about it, which .. Also, when a man is promoting on an advertisement, they usually do not use the . According to the report investigation of female characters in popular films **Human Trafficking and the Internet* (*and Other Technologies, too** The study also revealed that the use of sex appeal in television advertising does not largely Investigating the Use of Sex in Media Promotion and Advertising. **Encyclopedia of Gender in Media - Google Books Result** **Investigating the use of sex in media promotion and advertising** Investigating the Use of Sex in Media Promotion and Advertising) [Author: Tom Reichert] [Oct-2009] [Tom Reichert] on . *FREE* shipping on In Illinois, a 19-year-old female responded to an Internet ad promoting the models were used to perform live Internet sex shows and make pornographic videos that assistance in devising methods to investigate and combat human trafficking. 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Binghamton **Investigating the Use of Sex in Media Promotion and Advertising** Investigating the Use of Sex in Media Promotion and Advertising presents the latest scholarship on the role of sex in the most common media outletsÂ **Investigating the Use of Sex in Media Promotion and Advertising** Chapters in Investigating the Use of Sex in Media Promotion and Advertising examine: the nature and extent of sexually appealing newscasters primarily on **Sex in advertising - Wikipedia** Chapters in Investigating the Use of Sex in Media Promotion and Advertising examine: the nature and extent of sexually appealing newscasters primarily on **Investigating the Use of Sex in Media Promotion and Advertising** David Richmond and Timothy P. Hartman, Sex Appeal in Advertising, and Ad Response: An Experimental Investigation, journal of Advertising 19, no Use Subliminal Advertising, journal of Advertising Research 34 (March/April 1994), 3645 Wilson B. 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