



Advertising and Identity in Europe: The I of the Beholder

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Advertisers target specific groups of consumers and appeal to them precisely in terms of their sense of group membership. So, as our sense of group identity is broken down by global communications technologies, how do adverts continue to target mass audiences?

This volume stands alone as the first structured assessment of the impact of advertising, in terms of culture and of business, across the national boundaries of Europe. It considers the successes and failures of several international strategic marketing plans, and describes stylistic and persuasive qualities of specific promotional texts. With examples from Scandinavia to the Iberian Peninsula, the contributors also explore the different constructions of regional, national, social and sexual identities exploited by advertisers to render their messages effective. As a result, the book will be of interest to scholars of media studies, language, and cultural studies as well as those working in marketing.

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