Art and business are often described as worlds apart, even diametric opposites. And yet, these realms are close cousins in creative industries where firms bring cultural goods to market, attaching price tags to music, and selling them for profit. This book, edited by Heather Marcovitch and Nancy Batty, offers multiple perspectives on the representation of women and children in the popular AMC series, Mad Men. These essays explore the rich historical and social context of advertising in the 1960s, analyzing the ways in which Mad Men constructs the character of a woman from the perspective of the audience. The authors also discuss the impact of Mad Men on the popular culture, examining the role of the show in debates about gender, race, and sexuality. The book offers a valuable resource for scholars, students, and fans of the show, and it is a must-read for anyone interested in understanding the complex relationship between art and business in the modern world.

Employees of both sexes share the work environment, and a mishandled office romance can be disastrous for love, a life partnership, or a career. Avoid the pitfalls of love-at-work—from the corner office to the online commentary but also Mad Men fans' fan fiction, cosplay, cocktail making, and vintage furniture collecting. Whether tweeting as one of the main characters (or just a lowly mail clerk), setting Peggy up with the resident hunk, or fashioning a 1960s party to celebrate the opening of the Mad Men pop-up store, the fans are just as involved in the show's success as the actors, writers, and directors who created it. This book offers an inside look at the world of Mad Men, exploring the cultural and historical significance of the show and its impact on contemporary society.

This is the story of the Mad Men fan phenomenon: how the show and its fans distinguished themselves in a market where it's hard to make an impression, not unlike the driven ad execs at the center of the show. In this book, the authors trace the rise of Mad Men as a cultural phenomenon, examining the ways in which the show has become a cultural marker for the twenty-first century. They explore the ways in which Mad Men represents the cultural changes that have occurred since the 1960s, and they discuss the ways in which the show has been embraced by fans around the world. The book is a must-read for anyone interested in understanding the impact of Mad Men on popular culture and its place in the history of television.
popular websites such as eBay and ThinkGeek become cyber sites of memory and profit for cult fan communities. The book opens with an analysis of the problematic representations of fans and fandom in film and television. Stereotypes of the fan and collector as portrayed in series such as The Big Bang Theory and films like The 40 Year Old Virgin are discussed alongside changes in consumption practices and the mainstreaming of cult media. Following this, theoretical chapters consider issues of gender, representation, nostalgia and the influence of social media. Finally, extended case study chapters examine in detail the connections between the fan community and the commodities bought and sold. Topics discussed include: The San Diego Comic-Con and the cult geographies of the fan convention Hollywood memorabilia and collecting cinema history Star Wars 2005-2013, cultural diffusion and the adult collector Online stores and the commercialisation of cult fandom Mattel, Hasbro and nostalgia for animated eighties children’s television.

The Best of Everything - Rona Jaffe 2005-05-31

"Sixty years later, Jaffe’s classic still strikes a chord, this time more presciently, revealing so many of the circumstances surrounding sexual harassment that paved the way toward the #MeToo movement.” - Buzzfeed When Rona Jaffe’s superb page-turner was first published in 1958, it changed contemporary fiction forever. Some readers were shocked, but millions more were identified when they saw themselves reflected in its story of five young employees of a New York publishing company. Almost sixty years later, the story of Everything remains compelling—today’s readers will recognize the personal and professional struggles women face in the city. There is Ivy League Caroline, who dreams of graduating from the Ivy League to an editor’s office; naïve country girl April, who within months of hitting town reinvents herself as the woman every man wants on his arm; and Gregg, the free-spirited actress with a secret yearning for domesticity. Jaffe follows their adventures with intelligence, sympathy, and prose as sharp as a paper cut.

Fashion Cultures Revisited - Stella Bruzzi 2013-12-04

Following on from the ground-breaking collection Fashion Cultures, this second anthology, Fashion Cultures Revisited, contains 26 newly commissioned chapters exploring fashion culture from the start of the new millennium to the present day. The book is divided into six parts, each discussing different aspects of fashion culture: Shopping, spaces and globalisation Changing imagery, changing media Altered landscapes, new modes of production Icons and their legacies Contestation, compliance, feminisms Making masculinities Fashion Cultures Revisited explores every facet of contemporary fashion culture and the associated spheres of photography, magazines and television, and shopping. Throughout the book, multiple dialogue extracts are presented from a wide variety of well-known fictional television series, including The Big Bang Theory, Grey’s Anatomy and Bones. Researchers in applied linguistics, discourse analysis, critical discourse analysis, cultural studies, sociolinguistics and media studies will find the book both stimulating and unique in its approach.

Language and Television Series - Monika Bednarek 2018-10-31

This book offers a comprehensive linguistic analysis of contemporary US television series. Adopting an interdisciplinal and multimethodological approach, Monika Bednarek brings together linguistic analysis of the Sydney Corpus of Television Dialogue with analysis of scriptwriting manuals, interviews with Hollywood scriptwriters, and a survey undertaken with university students about their consumption of TV series. In so doing, she presents the new and original empirical studies. The focus on language use is in a professional context (the television industry), in scriptwriting pedagogy, and on learning and teaching provides an applied linguistic lens on TV series. This is complemented by perspectives taken from media linguistics, corpus linguistics and sociolinguistics. Throughout the book, multiple dialogue extracts are presented from a wide variety of well-known fictional television series, including The Big Bang Theory, Grey’s Anatomy and Bones. Researchers in applied linguistics, discourse analysis, critical discourse analysis, cultural studies, sociolinguistics and media studies will find the book both stimulating and unique in its approach.

The White Star - 1925

Proceedings of IAC 2017 in Vienna


The Panama Canal Record - 1908

The Panama Canal Record 1908