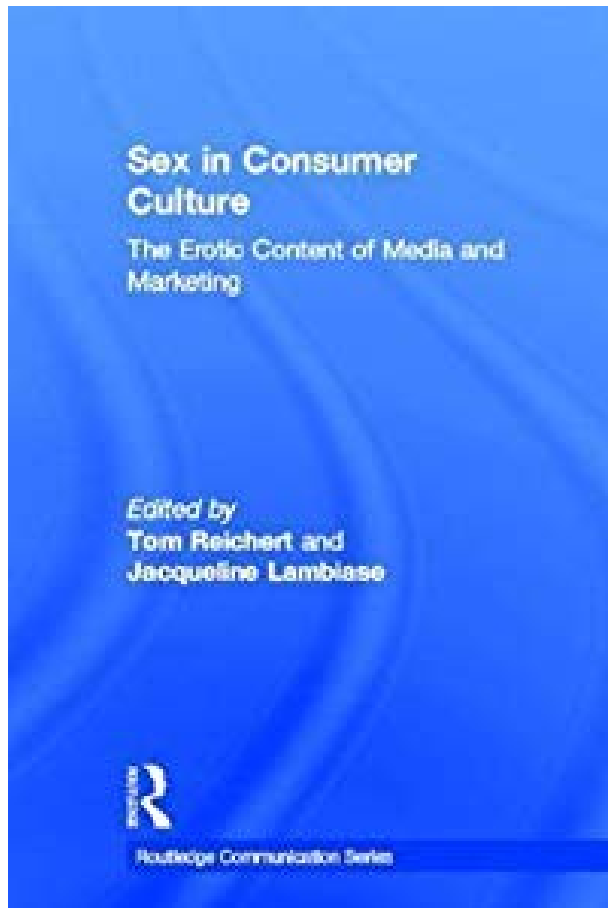


Sex in Consumer Culture: The Erotic Content of Media and Marketing



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Sex in Consumer Culture: The Erotic Content of Media and Marketing, considers the use of sex to promote brands, magazines, video games, TV programming, music and movies. Offering both quantitative and qualitative perspectives from leading scholars in a variety of disciplines, this volume addresses a range of integral issues such as media promotion, gender differences and representation, racial representations, appeals to gay and lesbian communities, interpretive analyses, historical perspectives, content analyses, and case studies. The chapters represent diverse perspectives, addressing such questions as to what happens when sexual content created for adults reaches children; what meaning do sexual words and images have within the contexts of sporting events, trade shows, videogames, personal ads, or clothing catalogues; ...