



ADS MATTER



A selected reading list and web directory for further information on advertising and society and public service advertising.

Advertising and Society

Advertising and Society. New York University Press. 1974. Call No. JLE 76-899 (1)

Advertising & Society Review. Advertising Educational Foundation. 2000- Call No. *WXZ-122 (1) Electronic Journal

Advertising In Society: Classic And Contemporary Readings On Advertising's Role In Society. NTC Business Books. 1989
Call No. JBE 95-1353 (1)

Alperstein, Neil M. *Advertising In Everyday Life*. Hampton Press. 2003. Call No. 659.1042 A (2)

Appraising The Economic And Social Effects Of Advertising... Marketing Science Institute. 1971. Call No. JLF 79-292 (1)

Berger, Arthur Asa. *Ads, Fads, And Consumer Culture...* Rowman & Littlefield. 2004. Call No. JBE 04-257 (1)

Berman, Ronald. *Advertising And Social Change*. Sage Publications. 1981. Call No. JLD 84-2930 (3)

Fowles, Jib. *Advertising and Popular Culture*. Sage Publications. 1996. Call No. JFD 96-9068 (3)

Frascara, Jorge. *User-Centred Graphic Design...* Taylor & Francis. 1997. Call No. JSF 97-313 (1)

Goldman, Robert. *Reading Ads Socially*. Routledge. 1992. Call No. JBE 93-164. (1)

Gordon, Robbie. *We Interrupt This Program: A Citizen's Guide to Using The Media For Social Change*. University of Massachusetts. 1978. Call No. JLF 81-53. (3)

Nixon, Sean. *Advertising Cultures...* Sage. 2003. Call No. JBE 03-1358. (1)

Pratkanis, Anthony R. *Age Of Propaganda...* W. H. Freeman. 2001. Call No. 303.375 P. (2)

Twitchell, James P. *Twenty Ads That Shook The World*. Crown Publishers. 2000. Call No. 659.1 T (2)

Public Service Advertising

Barker, Elliott Speer. *Smokey Bear And The Great Wilderness*. Sunstone Press. 1982. Call No. JFD 84-1337. (3)

Barthe, Emmanuel. *Crime Prevention Publicity Campaigns*. U.S. Department of Justice. 2006.
Call No. GPO Internet J36.15/4:5.(4)

Canada. Ministry of Transport. *The Edmonton Study: A Pilot Project To Measure The Effectiveness Of Community Public Information...* Information Canada. 1973. Call No. JLF 77-850. (3)

Fine, Seymour H. *Social Marketing: Promoting The Causes Of Public And Nonprofit Agencies*. Allyn and Bacon. 1990.
Call No. JLE 90-651 (3)

Northcott, Herbert C. *Government Influence, Media And Quitting Smoking*. University of Alberta. 1980.
Call No. *XME-13,538 (Microfiche) (1)

O'Barr, William M. "Public Service Advertising." *Advertising & Society Review*. v.7,no.2. (Article)
Call No.*WXZ-122 (1). Electronic Journal

Paletz, David L. *Politics In Public Service Advertising On Television*. Praeger. 1977. Call No. JLE 77-1872. (3)

Patterson, W. D. *America: Miracle At Work; The Best Public Interest Advertising of 1952...* Prentice-Hall. 1953.
Call No. TW+ (1)

Taking A Bite Of Crime: The Impact Of The National Citizen's Crime Prevention Media Campaign. Sage. 1996.
Call No. JFE 96-15196 (3)

United States Government Accountability Office. *Public Service Announcement Campaigns...* U. S. Government
Accountability Office. 2006. Call No. GPO Internet GA 1.13:GAO-06-304 (4)

United States. Navy. *Recruiting Posters Issued By The U.S. Navy Since The Declaration Of War*. Press. U. S. Navy
Recruiting Bureau. 1918. Call No. *C p.v. 1653 (3)

World Institute of Black Communications. *CEBA Awards*. (series of public service television messages targeting the
African-American community) Call No. Sc CR.91.044 (Sc Visual VRA). (5)

Websites

Ad Council. www.adcouncil.org. The website of the Ad Council contains a history of public service advertising campaigns.

Advertising Icon Museum. www.advertisingiconmuseum.com. The museum located in Kansas City, Mo will open in Spring
2008 and will contain the largest collection of 3 dimensional advertising icons.

Advertising Museum Tokyo. www.admt.jp/parent_E.html. The collection of this institution contains advertising dating
back to the 1600's

Dentsu Advertising Museum. www.dentsu.com/MUSEUM. The museum contains selected advertising artifacts and works
of art from the Yoshida Hideo Memorial Foundation Collection.

The Eisner Museum of American Design. www.eisnermuseum.org. This is an interactive educational center focusing on
advertising and design.

John W. Hartman Center for Sales, Advertising and Marketing History. <http://library.duke.edu/specialcollections/Hartman>
A comprehensive collection of materials relating to the history of advertising located on the campus of Duke University

National Museum of American History. si.edu/archives. This component of the Smithsonian Institution includes the Center
for Advertising History

One Club. www.oneclub.org. The One Club is the foremost non-profit organization for the recognition of excellence in
advertising.

Note that individual advertising agencies and associations devoted to aspects of advertising maintain excellent websites.

Key to Locations

(1) The Science, Industry and Business Library of The New York Public Library. 188 Madison Avenue, New York, NY

(2) This item located at The Science Industry and Business Library may be borrowed.

(3) The Humanities and Social Sciences Library of The New York Public Library. Fifth Avenue and 42nd Street, New York,
NY

(4) This is a federal government internet publication which may be accessed remotely via CATNYP the catalog of the
Research Libraries of The New York Public Library. www.nypl.org/research/

(5) The Schomburg Center for Research in Black Culture. 515 Malcolm X Boulevard, New York, NY