



Provocateur: Images of Women and Minorities in Advertising

Anthony J. Cortese

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In the fourth edition of *Provocateur*, sociologist Anthony J. Cortese offers an up-to-date, critical analysis of modern advertising. Though we often hear that we live in a period of unprecedented gender and racial equality, both racism and sexism persist in a most telling area—the ads with which we are inundated every day in newspapers and magazines and online. Cortese examines the ideologies surrounding gender and race by delving into the presentation of women, ethnic minorities, children, and anyone who is qualified as “other” in society.

Featuring a fresh selection of nearly 400 advertisements, this edition includes new scholarship from gender, racial, and cultural studies, new chapters on gay and lesbian marketing and aggression and violence in the media, an expanded chapter on race in advertising, and more. This edition is ideal for sociology, communication, and gender and ethnic studies courses as well as for use as go-to reference.

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