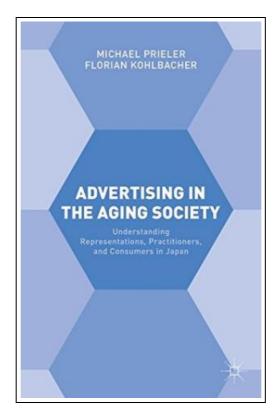
# Advertising in the Aging Society



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# Reviews

This book might be worth a read, and superior to other. Of course, it really is engage in, still an interesting and amazing literature. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Prof. Valentin Hane MD)

#### ADVERTISING IN THE AGING SOCIETY



Condition: New. Publisher/Verlag: Springer Palgrave Macmillan | Understanding Representations, Practitioners, and Consumers in Japan | Population aging is a powerful megatrend affecting many countries around the world. This demographic shift has vast effects on societies, economies and businesses, and thus also for the advertising industry. Advertising in the Aging Society presents insights from a large-scale content analysis as well as questionnaire surveys among advertising practitioners and consumers in Japan. As the most aged society in the world, Japan lends itself as particularly suitable to study the implications of population aging. This book shows that older people, and especially older women, are highly underrepresented in advertising and are generally portrayed in stereotypical, albeit not necessarily unfavorable ways. This is despite the fact that advertising practitioners have a generally positive view towards using older models, even though only for an older target audience. Finally the book explore how both younger and older consumers perceive the representation of older people in advertising as stereotypical and partly negative, and are willing to boycott companies portraying older people negatively. |

Table of ContentsList of Tables and FiguresAcknowledgementsForeword by Dave McCaughanPreface1. Advertising in the Aging Society: Setting the Stage2. Characteristics of Japanese Television Advertising3. The Representation of Older People in Japanese Television Advertisements4. Advertising Practitioners' Views on the Use of Older Models5. Consumer Response to the Portrayal of Older People in Television Advertising Agency SurveyAppendix 3: Method of Consumer SurveyReferences | Format: Hardback | Language/Sprache: english | 350 gr | 223x151x14 mm | 155 pp.



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