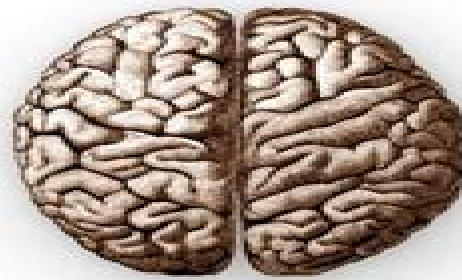


Freud on Madison Avenue



*Motivation Research
and
Subliminal Advertising
in
America*

LAWRENCE R. SAMUEL

Freud On Madison Avenue Motivation Research And Subliminal Advertising In America

Lawrence R. Samuel



Freud On Madison Avenue Motivation Research And Subliminal Advertising In America:

Freud on Madison Avenue Lawrence R. Samuel, 2011-06-06 What do consumers really want In the mid twentieth century many marketing executives sought to answer this question by looking to the theories of Sigmund Freud and his followers By the 1950s Freudian psychology had become the adman s most powerful new tool promising to plumb the depths of shoppers subconscious minds to access the irrational desires beneath their buying decisions That the unconscious was the key to consumer behavior was a new idea in the field of advertising and its impact was felt beyond the commercial realm Centered on the fascinating lives of the brilliant men and women who brought psychoanalytic theories and practices from Europe to Madison Avenue and ultimately to Main Street Freud on Madison Avenue tells the story of how midcentury advertisers changed American culture Paul Lazarsfeld Herta Herzog James Vicary Alfred Politz Pierre Martineau and the father of motivation research Viennese trained psychologist Ernest Dichter adapted techniques from sociology anthropology and psychology to help their clients market consumer goods Many of these researchers had fled the Nazis in the 1930s and their decidedly Continental and intellectual perspectives on secret desires and inner urges sent shockwaves through WASP dominated postwar American culture and commerce Though popular these qualitative research and persuasion tactics were not without critics in their time Some of the tools the motivation researchers introduced such as the focus group are still in use with consumer insights and account planning direct descendants of Freudian psychological techniques Looking back author Lawrence R Samuel implicates Dichter s positive spin on the pleasure principle in the hedonism of the Baby Boomer generation and he connects the acceptance of psychoanalysis in marketing culture to the rise of therapeutic culture in the United States

Adman s Dilemma Paul Rutherford, 2018-01-01 The Adman s Dilemma is a cultural biography that explores the rise and fall of the advertising man as a figure who became effectively a licensed deceiver in the process of governing the lives of American consumers Apparently this personage was caught up in a contradiction both compelled to deceive yet supposed to tell the truth It was this moral condition and its consequences that made the adman so interesting to critics novelists and eventually filmmakers The biography tracks his saga from its origins in the exaggerated doings of P T Barnum the emergence of a new profession in the 1920s the heyday of the adman s influence during the post WW2 era the later rebranding of the adman as artist until the apparent demise of the figure symbolized by the triumph of that consummate huckster Donald Trump In The Adman s Dilemma author Paul Rutherford explores how people inside and outside the advertising industry have understood the conflict between artifice and authenticity The book employs a range of fictional and nonfictional sources including memoirs novels movies TV shows websites and museum exhibits to suggest how the adman embodied some of the strange realities of modernity

Vienna Richard Cockett, 2023-11-07 How can one European capital be responsible for most of the West s intellectual and cultural achievements in the twentieth century Viennese ideas saturate the modern world From California architecture to Hollywood Westerns modern advertising to shopping malls orgasms to

gender confirmation surgery nuclear fission to fitted kitchens every aspect of our history science and culture is in some way shaped by Vienna The city of Freud Wittgenstein Mahler and Klimt was the melting pot at the heart of a vast metropolitan empire But with the Second World War and the rise of fascism the dazzling coteries of thinkers who squabbled debated and called Vienna home dispersed across the world where their ideas continued to have profound impact Richard Cockett gives us the entirety of this extraordinary story Tracing Vienna's rich intellectual history from psychoanalysis to Reaganomics Cockett encompasses everything from the communist rebels of Red Vienna to the neoliberal economists of the Austrian School This is the panoramic account of how one city made the modern world and how we all remain inescapably Viennese

Her Stories Elana Levine, 2020-03-06 Since the debut of *These Are My Children* in 1949 the daytime television soap opera has been foundational to the history of the medium as an economic creative technological social and cultural institution In *Her Stories* Elana Levine draws on archival research and her experience as a longtime soap fan to provide an in depth history of the daytime television soap opera as a uniquely gendered cultural form and a central force in the economic and social influence of network television Closely observing the production promotion reception and narrative strategies of the soaps Levine examines two intersecting developments the role soap operas have played in shaping cultural understandings of gender and the rise and fall of broadcast network television as a culture industry In so doing she foregrounds how soap operas have revealed changing conceptions of gender and femininity as imagined by and reflected on the television screen

The International History of Communication Study Peter Simonson, David W. Park, 2015-10-14 *The International History of Communication Study* maps the growth of media and communication studies around the world Drawing out transnational flows of ideas institutions publications and people it offers the most comprehensive picture to date of the global history of communication research and education This volume reaches into national and regional areas that have not received much attention in the scholarship until now including Asia Latin America Africa and the Middle East alongside Europe and North America It also covers communication study outside of academic settings in international organizations like UNESCO and among commercial and civic groups It moves beyond the traditional canon to cover work by forgotten figures including women scholars in the field and those outside of the United States and Europe and it situates them all within the broader geopolitical institutional and intellectual landscapes that have shaped communication study globally Intended for scholars and graduate students in communication media studies and journalism this volume pushes the history of communication study in new directions by taking an aggressively international and comparative perspective on the historiography of the field Methodologically and conceptually the volume breaks new ground in bringing comparative transnational and global frames to bear and puts under the spotlight what has heretofore only lingered in the penumbra of the history of communication study

Girls and Their Monsters Audrey Clare Farley, 2023-06-13 For readers of *Hidden Valley Road* and *Patient H M* an intimate and compassionate portrait Grace M Cho of the Genain quadruplets the harrowing violence they experienced and its

psychological and political consequences In 1954 researchers at the newly formed National Institute of Mental Health set out to study the genetics of schizophrenia When they got word that four 24 year old identical quadruplets in Lansing Michigan had all been diagnosed with the mental illness they could hardly believe their ears Here was incontrovertible proof of hereditary transmission and thus a chance to bring international fame to their fledgling institution The case of the pseudonymous Genain quadruplets they soon found was hardly so straightforward Contrary to fawning media portrayals of a picture perfect Christian family the sisters had endured the stuff of nightmares Behind closed doors their parents had taken shocking measures to preserve their innocence while sowing fears of sex and the outside world In public the quadruplets were treated as communal property as townsfolk and members of the press had long ago projected their own paranoid fantasies about the rapidly diversifying American landscape onto the fair skinned ribbon wearing quartet who danced and sang about Christopher Columbus Even as the sisters erratic behaviors became impossible to ignore and the NIMH whisked the women off for study their sterling image did not falter Girls and Their Monsters chronicles the extraordinary lives of the quadruplets and the lead psychologist who studied them asking questions that speak directly to our times How do delusions come to take root both in individuals and in nations Why does society profess to be saving the children when it readily exploits them What are the authoritarian ends of innocence myths And how do people particularly those with serious mental illness go on after enduring the unspeakable Can the unbreakable bonds of sisterhood help the deeply wounded heal

Psychological Foundations of Marketing Allan Kimmel, Allan J Kimmel, 2018-01-12 This is the only textbook to provide an applied critical introduction to the role of psychology in marketing branding and consumer behavior Ideally suited for both students and professionals the new edition is a complete primer on how psychology informs and explains marketing strategies and how consumers respond to them The book provides comprehensive coverage of Motivation the human needs at the root of many consumer behaviors and marketing decisions Perception the nature of perceptual selection attention and organization and how they relate to the evolving marketing landscape Decision making how and under what circumstances it is possible to predict consumer choices attitudes and persuasion Personality and lifestyle how insight into consumer personality can be used to formulate marketing plans Social behavior the powerful role of social influence on consumption Now featuring case studies throughout to highlight how psychological research can be applied in the marketplace and insightful analysis of the role of digital media and new technologies this award winning textbook is required reading for anyone interested in this fascinating and evolving subject

Happiness in America Lawrence R. Samuel, 2018-11-08 Much interest currently revolves around happiness in America so much so that one could reasonably argue that there is a happiness movement afoot The wide range of arenas in which happiness intersects reflects the subject's centrality in everyday life in America these past one hundred years Happiness in America charts the course of happiness within American culture over the past century and concludes that most Americans have not had success becoming appreciably happier people

despite considerable efforts to do so Rather than follow a linear path happiness has bobbed and weaved over the decades its arc or trajectory a twisting and unpredictable one Happiness has also both shaped and reflected our core values with its expression at any given time a key indicator of who we are as a people The book thus adds a missing and valuable piece to our understanding of American culture Beyond serving as the definitive guide to happiness in this country Happiness in America offers readers a provocative argument that challenges standard thinking Despite popular belief Americans have never been a particularly happy people Our perpetual and futile search for happiness indicates widespread dissatisfaction and discontent with life in general something that will come as a surprise to many The image of Americans as a happy go lucky people is thus more mythology than reality an important finding rooted in the inherent flaws of consumer capitalism Our competitive and comparative American Way of Life has not proven to be an especially good formula for happiness Samuel argues with external signs of success unlikely to produce appreciably happier people Given these findings he suggests readers consider abandoning their pursuit of happiness and instead seek out greater joy in life *American Pop Art in France* Liam Considine, 2019-10-28 Pop art was essential to the Americanization of global art in the 1960s yet it engendered resistance and adaptation abroad in equal measure especially in Paris From the end of the Algerian War of Independence and the opening of Ileana Sonnabend's gallery for American Pop art in Paris in 1962 to the silkscreen poster workshops of May 68 this book examines critical adaptations of Pop motifs and pictorial devices across French painting graphic design cinema and protest aesthetics Liam Considine argues that the transatlantic dispersion of Pop art gave rise to a new politics of the image that challenged Americanization and prefigured the critiques and contradictions of May 68

The Routledge Handbook of Language and Mind Engineering Chris Shei, James Schnell, 2024-04-16 The Routledge Handbook of Language and Mind Engineering is a comprehensive work that delves into the complex interplay between language culture politics and media in shaping the human mind The book is divided into five main sections each exploring different aspects of mind engineering I Political Mind Engineering II Commercial Mind Engineering III Media Culture and Mind Engineering IV Linguistic and Semiotic Analysis of Mind Engineering V Mind Engineering in Educational Settings The book provides a multi dimensional perspective on how language media culture and politics intersect to shape individuals thoughts and beliefs It highlights the diverse methods and contexts in which mind engineering occurs making it a valuable resource for scholars researchers and policymakers interested in understanding the complexities of contemporary discourse and manipulation of human thought The contents of this cutting edge handbook will engage all undergraduate postgraduate PhD students and scholars and researchers at all levels in fields such as languages linguistics politics communication studies media studies and psychology Chapter 15 of this book is freely available as a downloadable Open Access PDF at <http://www.taylorfrancis.com> under a Creative Commons Attribution CC BY International license Chapter 17 of this book is freely available as a downloadable Open Access PDF at <http://www.taylorfrancis.com> under a Creative Commons Attribution Non

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A Socioeconomic History of the American Consumer Lawrence R. Samuel, 2025-07-28 This work whose target audience includes both historians and practitioners is a socioeconomic history of American consumers The author shows how over the past century Americans personal and national identities became heavily defined by how they spent money in the marketplace The American consumer is presented as a character on the national stage whose role changed significantly over time based on varying social economic and political conditions What did not change over the course of five different eras however was a continual transformation of Americans from citizens to consumers as the private sphere steadily eclipsed the public or civic arena The principal argument of the work is that alongside critics justifiable claims that American style consumption is ultimately unsustainable consumer culture has consistently served as a principal source of meaning and purpose in people's lives Key insights into the American idea and experience are revealed by charting the trajectory of consumers

Pushing Cool Keith Wailoo, 2021-11-02 Spanning a century Pushing Cool reveals how the twin deceptions of health and Black affinity for menthol were crafted and how the industry's disturbingly powerful narrative has endured to this day Police put Eric Garner in a fatal chokehold for selling cigarettes on a New York City street corner George Floyd was killed by police outside a store in Minneapolis known as the best place to buy menthols Black smokers overwhelmingly prefer menthol brands such as Kool Salem and Newport All of this is no coincidence The disproportionate Black deaths and cries of I can't breathe that ring out in our era because of police violence COVID 19 or menthol smoking are intimately connected to a post 1960s history of race and exploitation In Pushing Cool Keith Wailoo tells the intricate and poignant story of menthol cigarettes for the first time He pulls back the curtain to reveal the hidden persuaders who shaped menthol buying habits and racial markets across America the world of tobacco marketers consultants psychologists and social scientists as well as Black lawmakers and civic groups including the NAACP Today most Black smokers buy menthols and calls to prohibit their circulation hinge on a history of the industry's targeted racial marketing In 2009 when Congress banned flavored cigarettes as criminal enticements to encourage youth smoking menthol cigarettes were also slated to be banned Through a detailed study of internal tobacco industry documents Wailoo exposes why they weren't and how they remain so popular with Black smokers

Shrink Lawrence R. Samuel, 2020-04-01 Psychology has stepped down from the university chair into the marketplace was how the New York Times put it in 1926 Another commentator in 1929 was more biting Psychoanalysis he said had over a generation converted the human scene into a neurotic Freud first used the word around 1895 and by the 1920s psychoanalysis was a phenomenon to be reckoned with in the United States How it gained such purchase taking hold in virtually every aspect of American culture is the story Lawrence R Samuel tells in Shrink the first comprehensive popular history of psychoanalysis in America Arriving on the scene at around the same time as the

modern idea of the self psychoanalysis has both shaped and reflected the ascent of individualism in American society Samuel traces its path from the theories of Freud and Jung to the innermost reaches of our current me based narcissistic culture Along the way he shows how the arbiters of culture high and low from public intellectuals novelists and filmmakers to Good Housekeeping and the Cosmo girl mediated or embraced psychoanalysis or some version of it until it could be legitimately viewed as an integral feature of American consciousness Monsters on Maple Street David J. Brokaw, 2023-08-08 Post World War II America has often been mythologized by successive generations as an exceptional period of prosperity and comfort At a time when the Cold War was understood to be a battle of ideas as much as military prowess the entertainment business relied heavily on subtle psychological marketing to promote the idea of the American Dream The media of the 1950s and 1960s promoted an idealized version of American life sustained by the nuclear family and bolstered by a booming consumer economy The seemingly wholesome and simple lifestyles portrayed on television screens however belied a torrent of social economic and political struggles occurring at the time By the late 1950s television writers were increasingly constrained to distract audiences from confronting counternarratives to the Dream Among the programs that railed against this trend was Rod Serling's television masterpiece The Twilight Zone Now considered an enduring classic the allegorical nature of the show provides a window into the many overlooked issues that plagued Cold War America In Monsters on Maple Street The Twilight Zone and the Postwar American Dream David J Brokaw describes how the TV show reframed popular portrayals of white American wish fulfillments as nightmares rather than dreams Brokaw's close reading of the show's sociopolitical dimensions examines how the series creators successfully utilized science fiction horror and fantasy to challenge conventional thinking and avoid having their work censored around topics such as sexuality technology war labor and the workplace and white supremacy In doing so Brokaw helps us understand how the series exposed the underbelly of the American Dream and left indelible impressions in the minds of its viewers for decades to come The Infinite Game Niki Harré, 2018-05-10 Whether we are competing for a job building a business or championing a good cause some days it can feel as if we are trapped in an endless competition for status wealth or attention Maybe if we learn to play the game and follow the rules we'll come out on top But is life really a finite game a game of selection and rules winners and losers players and spectators In The Infinite Game Niki Harr asks us to imagine our world anew What if we are all part of a different type of game entirely a game in which playing matters more than winning a game that anyone can join at any time a game in which rules evolve as new players turn up an infinite game Harr looks at our society are people pawns or participants and ourselves what kind of player would you like to be to offer an inspiring vision of how we might live well together Deeply informed by psychological research and a life of social activism Niki Harr's provocative book teaches us all how we might live life as an infinite game **Supernatural America** Lawrence R. Samuel, 2011-08-03 This book is much more than an authoritative and compelling look at the cultural history of the supernatural over the last century in America it also explains why we want to

believe The supernatural psychic phenomena telepathy clairvoyance or ESP communicating with the dead and the sighting and tracking of ghosts has played an integral role in American culture across the last century In fact attention and interest in the supernatural has increased despite our society s reliance upon and enthusiasm for science and technology Even some top scholars officials from the military and police and public figures in places as high as the Oval Office have believed in at least some aspects of the supernatural *Supernatural America A Cultural History* is the first book to examine the cultural history of the supernatural in the United States documenting how the expansion of science and technology coincided with a rise in supernatural paranormal beliefs From the flourishing of spiritism in the 1920s to the early 21st century when the paranormal is bigger than ever this entertaining and educational book explains the irresistible allure of the supernatural in America **A**

Psychoanalytic Approach to Smoking Cessation Fung Ko,2023-12-18 *A Psychoanalytic Approach to Smoking Cessation The Cigarette as a Transitional Object* provides an accessible understanding to the unconscious motive behind smoking addiction using Winnicott s concept of the transitional object The book is divided thematically into six parts Ko begins by outlining the conscious motives for smoking from a psychological perspective and looks at commercial research conducted by the tobacco industry before using psychoanalytically informed cross disciplinary literature to assess the unconscious motives for smoking She expertly introduces Winnicott s view on smoking addiction using his concept of the transitional object and highlights the power of the Free Association Narrative Interview method in accessing the unconscious and embedded emotional experiences Using clinical examples she illustrates the benefits of this method as a tool to elicit free associations from research respondents She details the parallels between the individual respondents smoking experience as well as their relationship with cigarettes and the seven qualities of transitional objects outlined by Winnicott in his 1953 landmark paper Ko concludes by emphasising the significance and implications of this thesis to smokers and public health policy as well as the smoking cessation approach and proposed directions for future research This book is an essential resource for psychoanalysts and psychotherapists working in smoking cessation organisations as well as those working in addiction services *Beggar Thy Neighbor* Charles R. Geisst,2013-04-12 From the Roman Empire to the most recent financial crisis this comprehensive economic history examines humanity s attempts to curb the abuse of debt while reaping the benefits of credit *Late Capitalist Freud in Literary, Cultural, and Political Theory* Maria-Daniella Dick,Robbie

McLaughlan,2020-07-16 *Late Capitalist Freud in Literary Cultural and Political Theory* proposes that late Freudian theory has had an historical influence on the configuration of contemporary life and is central to the construction of twenty first century capitalism This book investigates how we continue to live in the Freudian century turning its attentions to specific crisis points within neoliberalism the rise of figures like Trump the development of social media as a new superego force the economics that underpin the wellness and self care industries as well as the contemporary consumption of popular culture to maintain the continued historical importance of Freudian thought in all its dimensions Drawing on psychoanalytic theory

literary theory cultural studies and political theory this book assesses the contribution that an historical and theoretical consideration of the late Freud can make to analyzing certain aspects of late capital

The Oxford Handbook of Propaganda Studies Jonathan Auerbach, Russ Castronovo, 2013-11-13

Derived from the word to propagate the idea and practice of propaganda concerns nothing less than the ways in which human beings communicate particularly with respect to the creation and widespread dissemination of attitudes images and beliefs Much larger than its pejorative connotations suggest propaganda can more neutrally be understood as a central means of organizing and shaping thought and perception a practice that has been a pervasive feature of the twentieth century and that touches on many fields It has been seen as both a positive and negative force although abuses under the Third Reich and during the Cold War have caused the term to stand in most recently as a synonym for untruth and brazen manipulation Propaganda analysis of the 1950s to 1989 too often took the form of empirical studies about the efficacy of specific methods with larger questions about the purposes and patterns of mass persuasion remaining unanswered In the present moment where globalization and transnationality are arguably as important as older nation forms when media enjoy near ubiquity throughout the globe when various fundamentalisms are ascendant and when debates rage about neoliberalism it is urgent that we have an up to date resource that considers propaganda as a force of culture writ large The handbook will include twenty two essays by leading scholars from a variety of disciplines divided into three sections In addition to dealing with the thorny question of definition the handbook will take up an expansive set of assumptions and a full range of approaches that move propaganda beyond political campaigns and warfare to examine a wide array of cultural contexts and practices

The book delves into Freud On Madison Avenue Motivation Research And Subliminal Advertising In America. Freud On Madison Avenue Motivation Research And Subliminal Advertising In America is an essential topic that must be grasped by everyone, from students and scholars to the general public. This book will furnish comprehensive and in-depth insights into Freud On Madison Avenue Motivation Research And Subliminal Advertising In America, encompassing both the fundamentals and more intricate discussions.

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6. In chapter 5, this book will draw a conclusion about Freud On Madison Avenue Motivation Research And Subliminal Advertising In America. This chapter will summarize the key points that have been discussed throughout the book.

The book is crafted in an easy-to-understand language and is complemented by engaging illustrations. It is highly recommended for anyone seeking to gain a comprehensive understanding of Freud On Madison Avenue Motivation Research And Subliminal Advertising In America.

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