

# ADVERTISING

## A Pathfinder

### Subject Headings

Advertising  
Advertising – Airlines  
Advertising – Alcohol  
Advertising and children  
Advertising art  
Advertising – Australia  
Advertising – Careers  
Advertising – Cigarettes  
Advertising – Cosmetics  
Advertising – Fiction  
Advertising – Food  
Advertising, Fraudulent  
Advertising – Moral and ethical aspects  
Advertising, Pictorial  
Advertising - Political parties  
Advertising – Psychology  
Advertising – Shoes and shoe industry  
Advertising – Social aspects  
Advertising – Sport  
Advertising – Tourism industry



### Browsing Areas

338.47796  
381.305  
381.805  
505  
613.05  
613.2  
659.1  
659.102394  
659.1083  
659.10994  
659.1110994  
741.608083  
791.43



### Fiction

Ads r us

F CAR

### Non Fiction

The kid's guide to money in sport

NF 338.47796 SLA

A Consumer society	NF 381.3 CON
Fast Food	NF 613.2 FAS
Identify and evaluate advertising	NF 659.1 BOD
The Gruen transfer	NF 659.1 CAS
Advertising	NF 659.1 CHA
Advertisements: how to interpret what we see, read and hear	NF 659.1 CON
Advertising & marketing	NF 659.1 GIF
In your face: the culture of beauty and you	NF 659.1 GRA
Advertising attack	NF 659.1 HEN
Advertising: does advertising tell the truth?	NF 659.1 HIC
Advertising	NF 659.1 THO
Advertising. Australia	NF 659.102394 JAC
Adproofing your kids: raising critical thinkers in a media- saturated world	NF 659.1083 AND
Advertising standards and ethics	NF 659.1110994 ADV
Design for children: the art of graphic design	NF 741.608083 HEL
Money in sport	NF 796.0691 HUN

### Newspaper Folders

Advertising- Alcohol	NEW 659.1 ADV
Advertising- Cigarettes	NEW 659.1 ADV
Advertising- Food	NEW 659.1 ADV
Advertising- Political parties	NEW 659.1 ADV
Advertising- Tourism industry	NEW 659.1 ADV



### Periodicals

Choice June 2006	P 381.805 CHO
Choice March 2008	P 381.805 CHO
Choice April 2009	P 381.805 CHO
Choice May 2009	P 381.805 CHO
Choice August 2012	P 381.805 CHO
Choice November 2013	P 381.805 CHO
Australasian science Volume 33 Number 9 November 2012	P 505 AUS
Choice health reader Volume 16 Number 5 June 2010	P 613.05 CHO
Australian screen education Issue 32 Spring 2003	P 791.43 AUS
Australian screen education Issue 35 Winter 2004	P 791.43 AUS
Screen education Issue 51 Spring 2008	P 791.43 AUS
Screen education Issue 54 Winter 2009	P 791.43 AUS

### Videos

Sneakers	AV 391.4 SNE
The critics' choice 2010: 31 May – 24 September 2010	AV 659.1 CRI
The Gruen transfer	AV 659.1 GRU
Media Propaganda and advertising	CLI 302.23 MED
Pretty stupid women's magazines & body image	CLI 302.23240835
Persuasive language	CLI 303.342 PER
The big sell	CLI 338.7 COL
Coco-Colonization	CLI 338.7 COL
Cola war and peace	CLI 338.7 COL

If the shoe fits the Windsor Smith marketing and communication case study	CLI 338.768531 MCA
Smoking, justice and the law Rolah McCabe v. British American Tobacco	CLI 346.94038 SMO
The four P's marketing strategies	CLI 658.8 FOU
Mmmarketing a food marketing case study	CLI 658.8 MMM
Promoting your design	CLI 659 PRO
Advertising	CLI 659.1 ADV
Advertising the inside story	CLI 659.1 ADV
The Gruen transfer	CLI 659.1 GRU
Literary devices in ads	CLI 659.1 LIT
Marketing the Australian International Air Show	CLI 659.1962913 MAR
Buy now, pay later? The impact of television advertising on children's diets: a media debate	CLI 659.19641 BUY



### Websites

Entrepreneurship	WEB 338.04 ENT
<a href="http://schools.natlib.govt.nz/resources-learning/high-interest-topics/entrepreneurship">http://schools.natlib.govt.nz/resources-learning/high-interest-topics/entrepreneurship</a>	
Advertising	WEB 659.1 ADV
<a href="http://school.natlib.govt.nz/resources-learning/high-interest-topics/advertising">http://school.natlib.govt.nz/resources-learning/high-interest-topics/advertising</a>	

