**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	7	NEW 659.1 ADV
Advertising- Political parties	~ MEDIA	NEW 659.1 ADV
Advertising- Tourism industry	INTERNET	NEW 659.1 ADV
Periodicals	TEL EVISION	

## Periodicals

Periodicals		TELEVIO	
Choice June 2006	RADIO		P 381.805 CHO
Choice March 2008		NEWS	P 381.805 CHO
Choice April 2009	MAGAZINES	WEWSPAPERS	P 381.805 CHO
Choice May 2009	MA		P 381.805 CHO
Choice August 2012		No. of the last of	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

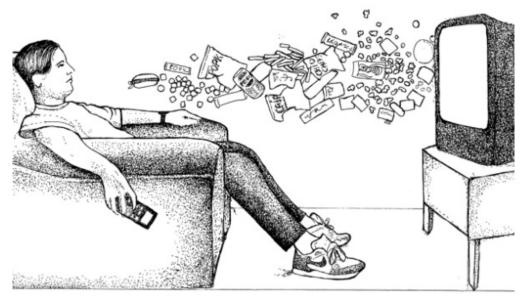
## <u>Videos</u>

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 **CLI 659.1 ADV** Advertising 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

http://schools.natlib.govt.nz/resources-learning/high-interest-topics/entrepreeurship

Advertising WEB 659.1 ADV

http://school.natlib.govt.nz/resources-learning/high-interest-topics/advertising

