

## Advertising The American Dream Making Way For Modernity 1920 1940

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Advertising the American Dream looks carefully at the two decades when advertising discovered striking new ways to play on our anxieties and to promise solace for the masses. As American society became more urban, more complex, and more dominated by massive bureaucracies, the old American Dream seemed threatened.

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As such, deplorable moral and social values have evolved from a materialistic pursuit of happiness. In "Advertising the American Dream: Making Way for Modernity", Roland Marchand describes a man that he believed to be the prime example of a 1920's man.

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In "Advertising the American Dream: Making Way for Modernity, 1920 - 1940", Roland Marchand argues, "The illustrations in American advertising portrayed the ideals and aspirations of the system more accurately than its reality.

### **By Roland Marchand - Advertising the American Dream ...**

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### **Advertising the American Dream: Making Way for Modernity ...**

Summary: Advertising the American Dream. Using close readings of the advertisements themselves as well as extensive information on the marketing and advertising industries, Roland Marchand argues that the advertisers of the 1920s and 1930s worked both as "apostles of modernity" and as advice-givers about the problems of modernity.

### **Marchand, Advertising the American Dream**

Advertising the American Dream is a book by Roland Marchand discussing three major topics: advertising as an industry and the people who made this possible, advertising as it found its place in society, and the effect that the Great Depression had on society and consumers. "The American advertising man of the 1920's was the most modern of men.

### **Advertising the American Dream by Paige Malezi on Prezi Next**

In "Advertising the American Dream: Making Way for Modernity, 1920 - 1940", Roland Marchand argues, "The illustrations in American advertising portrayed the ideals and aspirations of the system more accurately than its reality.

### **Amazon.com: Customer reviews: Advertising the American ...**

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### **Staff View for: Advertising the American dream : making**

In Advertising the American Dream: Making Way for Modernity, 1920 - 1940, Roland Marchand argues, "The illustrations in American advertising portrayed the ideals and aspirations of the system more accurately than its reality. They dramatized the American dream" (pg. xviii).

### **Advertising the American Dream: Making Way for Modernity ...**

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American Dream Ideas Challenge. Press Release: Making the American dream a reality. June 22,

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Work hard and your dreams of success and prosperity will pay off. This has been the ethos of the American Dream, a belief that the sky was the limit regardless of origin or background.

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