## **Table of Contents**

Introduction		
	Bo Florin, Patrick Vonderau and Yvonne Zimmermann	
1.	Early Cinema, Process Films, and Screen Advertising  Yvonne Zimmermann	21
Pā	art I Approaches and Methods	
2.	Advertising and Modernity: A Critical Reassessment Patrick Vonderau	51
3.	Advertising and Avant-Gardes: A History of Concepts, 1930–1940 Yvonne Zimmermann	77
4.	Advertising as Institution: Charles Wilp and German Television, 1950–1970 Patrick Vonderau	113
5.	Advertising and the Apparatus: Cinema, Television, and Out-of-Home Screens  Yvonne Zimmermann	155
6.	Advertising as Commercial Speech: Truth and Trademarks in Testimonial Advertising  Patrick Vonderau	195
7.	Advertising's Self-Reference: From Early Cinema to the Super Bowl <i>Yvonne Zimmermann</i>	215
Pā	art II Cases and Materials	
8.	Moving Objects: The Case of Volvo  Bo Florin	245

9. Cinematic Intertexts: н&м Goes YouTube Bo Florin	269
10. Beyond Promotion: The UN Global Goal Campaign Bo Florin	291
Select Bibliography	315
Index	333