



Films that Sell

Moving Pictures and Advertising

Edited by Patrick Vonderau, Bo Florin, Nico De Klerk
British Film Institute

Paperback 9781844578917 £24.99 / \$40.00

While moving image advertising has been around us, everywhere, for at least a century, the topic has tended to be overlooked by cinema studies. This far-reaching new collection makes an incisive contribution to a new field of study, by exploring the history, theory and practice of moving image advertising, and emphasising the dynamic and lasting relationships between print, film, broadcasting and advertising cultures.

In chapters written by an international ensemble of leading scholars and archivists, the book covers a variety of materials from pre-show advertising films to lantern slides and sponsored 'educationals'. With case studies of advertising campaigns and archival collections from a range of different countries, and giving consideration to the problems that advertising materials pose for preservation and presentation, this rich and expansive text testifies to the need for a new approach to this burgeoning subject that looks beyond the mere study of promotional film.