Rethinking Advertising as Paratextual Communication

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Providing new insights into the textual and paratextual character of brands and advertising, this innovative book showcases an extensive selection of vivid and topical case examples that assist the practical understanding of advertising paratexts.

‘Rethinking Advertising as Paratextual Communication by Chris Hackley and Rungpaka Amy Hackley is that remarkable and rare book that compromises in neither theoretical sophistication nor contemporary practical relevance. It will delight those looking for new practical tools or “cool” examples to learn from. The book’s real gift is the concept of paratextual advertising itself, which has the potential to become the new preferred framework for understanding how advertising works in this messy digital age of ours. Buy this book.’
– Henri Weijo, Aalto University School of Business, Finland

‘People generally believe persuasion requires focused attention, something which is more difficult for advertising in the current age. However, high attention is only one way to consume an ad. The Hackley’s have hashed out the paratextual one, a way to consume advertising that is more inclusive of the collection of texts of which the ad is a member. It makes for a fascinating read of how consumers draw cultural meaning from advertising texts and paratexts.’
– Tom van Laer, The University of Sydney, Australia

‘Innovative, exemplary, outstanding, Hackley and Hackley are the Rolls and Royce, the Moët and Chandon, the Dolce and Gabbana of paratextual communication. Their book’s an investment you can’t afford to ignore’
– Stephen Brown, Ulster University, UK

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