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EMMALEE HOLMES

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The Attention-value of Newspaper Advertisements Routledge

Previous literature has suggested that newspaper publishers should optimize how they advertise their online subscriptions. However, empirical findings on the effectiveness of advertising messages in increasing people's willingness to pay for such online subscriptions are still rare. Therefore, this study conducted an online experiment with U.K. participants (N = 815) to investigate the effects of different advertising messages on people's willingness to pay for online news. These so-called subscription pitches included digital-specific, social, normative, and price transparency appeals. The findings show that a subscription pitch that includes both a normative appeal and a price transparency appeal significantly increases people's willingness to pay. This indicates that informing audiences that their subscription will support independent, inclusive, and watchdog journalism and that a subscription model was implemented due to the news industry's critical financial situation is particularly effective. Thereby, the study expands research on people's willingness to pay for online

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The Newspaper Advertising Bureau. What it Is. What it Does International

What does advertising do? Is it the faith of a secular society? If so, why does it inspire so little devotion? Advertising, the Uneasy Persuasion is a clear-eyed account of advertising as both business and social institution. Instead of fuelling the moral indignation surrounding the industry, or feeding fantasies of powerful manipulators, Michael Schudson presents a clear assessment of advertising in its wider sociological and historical framework, persuasively concluding that advertising is not nearly as important, effective, or scientifically founded as either its advocates or its critics imagine. 'Dispassionate, open-minded and balanced ... he conveys better than any other recent author a sense of advertising as its practitioners understand it.' Stephen Fox, New York Times Book Review First published in 1984.

Newspaper Advertising Sales Random House Business

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