

Publications

Books published:

The Living Dead: The Vampire in Romantic Literature (Duke University Press, 1980). Los Angeles Times: And The Critic Commends List, 1980. Paperback edition published 1987. Second paperback edition, 1996.

Romantic Horizons: Aspects of the Sublime in English Poetry and Painting 1770_1850 (University of Missouri Press, 1983).

Dreadful Pleasures: An Anatomy of Modern Horror (Oxford University Press, 1985). Winner of the Popular Culture Association's Browne Award for the best book of 1985. Paperback edition published 1986. Second paperback reprinting, 1991. Third paperback reprinting, 1995.

Forbidden Partners: The Incest Taboo in Modern Culture (Columbia University Press, 1986). Recommended by Book Committee Phi Beta Kappa, 1987. Paperback edition published 1989.

Preposterous Violence: Fables of Aggression in Modern Culture (Oxford University Press, 1989). 3500 words excerpted in The Washington Post "Outlook: Commentary and Opinion" Sunday, December 10, 1989.

Carnival Culture: The Trashing of Taste in America (Columbia University Press, 1992). New and Recommended, The Washington Post, 1993. Full_page review Times [London] Literary Supplement. Nominated for National Book Award and semi_finalist for the National Book Critics Award. Newsweek lists me as part of "cultural elite." Paperback edition published 1993. Second paperback printing, 1994.

Adcult USA: The Triumph of Advertising in America (Columbia University Press, 1995). Lead book for press in 1995, reviewed in major media (New York, Atlanta, Boston, Philadelphia, Los Angeles), featured by Borders Book Store as one of the "Original Voices" of 1996, Mother Jones: The Best of What's New 1996, subject of "The Future Will Be Brought to You By... Details, December 1999. Six city author tour with about 50 radio interviews and 10 television appearances. Featured NPR Business, 7/10/96. Winner of Ray Browne award for best "scholarly book" from Popular Culture Association, 1997. Interviewed by Money magazine on future of dotcom advertising in "Interview with Advertising Pundit" January 1, 2000, pp. 112-113. Interviewed by Amy Scott on "Irritable Ads", NPR Marketplace, 1/29/04. Chapter 2 reprinted in Patterns of Exposition (Addison Wesley) 1997: 286_78 and in Signs of Life: Readings on Popular Culture for Writers (Bedford/St. Martin's) 2000, pp 202-210. Paperback edition published 1996. Second paperback printing, 1997. Polish edition, 1999. Interviewed by Brooke Gladstone on NPR's "Morning Edition" on world-wide advertising, July 8, 1999. Subject of BBC radio "Are the

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boundaries between art and advertising becoming ever more blurred?” reprinted in The Independent, February 6, 2000, p. 51. Appeared as sole commentator on A&E television show "Top_Ten Television Commercials" and as one of series of experts on History Channel "Sell and Spin" October, November 1999. Chapter on consumption communities reprinted as “What We Are to Advertisers.” Signs of Life in the USA: Readings on Popular Culture for Writers. Edited by Sonia Maasik and Jack Solomon. (New York: Bedford/St. Martin’s, 2004): 205-210.

For Shame: The Loss of Common Decency in American Culture (St. Martin's Press: A Thomas Dunne Book, 1997). Reviewed in New York Times, Washington Post, USA Today, Baltimore Sun, and other newspapers. Featured segment on Fox News Channel: 1/31/98. I've done about 40 radio shows about this book. Conclusion reprinted in Jennifer A. Hurley, ed., “Shame Deters Immoral Behavior,” American Values (Greenhaven Press, 2001):174-180 and “The Law and Shame” in Annette Rottenberg, ed, Elements of Argument: A Text and Reader, 7th ed, 2002.. Paperback edition fall, 1998.

Lead Us Into Temptation: The Triumph of American Materialism (Columbia University Press 1999). Lead book for press, Spring 1999. Reviewed in Baltimore Sun, Toronto Globe & Mail, Business Week, Washington Post, Wall Street Journal, The New Republic, Money ... public radio in Calif, Wisc, NYC and Wash DC. (Korean edition contracted for). Excerpted The Chronicle of Higher Education, December 17, 1999, p. B12. Chapter 1 reprinted as “In Defense of Materialism,” Across the Board, (house organ of the Business Conference Board), March 2000, pp. 64-70. Reason magazine published chapter 8 as the cover article under the title of “In Praise of Consumerism” (August 2000) which has been reprinted in the Australian Financial News, the Utne Reader, (December 2000): 36-39, and as “Lang Leve de Consumptiemaatschappij,” Ode: Kroniek van de Onderstroom (January 2001): 36-37. Chapter 8 was featured on the Arts & Letters website (www.cybereditions.com/aldaily) in September 2000. Subject of segment of "The News Hour with Jim Lehrer," February 1, 2000. The book was subject of Ted Anthony, “Explaining Why Americans Shop,” AP wire service, John Tierney’s “Metropolitan Desk” column “Hallowed be the Name on the Label,” New York Times, December, 15, 2000, B1 and A C Grayling’ review column in the Financial Times September 18, 1999, as well as his column in The Guardian as “The Last Word on Consumerism, January 6, 2001. I was filmed for 2 days (December 2000) in Manhattan and 2 days in Los Angeles (February 2001) for a BBC special on shopping to air on BBC and The Learning Channel in 2001. Subject of NPR Morning Edition interview on commercialism with David D’Arcy, January 25, 2001, Smithsonian Magazine did a feature on me “You Are What You Buy,” October 1, 2000, p. 102ff. Primary Focus, a show on religious issues broadcast on TNN, is doing a segment on my views on religion and materialism to be broadcast Spring 2001. Interview in Danish magazine, “Forbrugerisme kan redde verden.” Samvirke, September 2004, pp. 80-81. Paperback edition published 2000.

Twenty Ads That Shook The World: The Century's Most Ground breaking Advertising and How It Changed Us All. (Random House Crown Publishing, 2000). Excerpted in "20 Books: The Spring Picks." Details}, March 2000, pp.167_168. Chapter 18 (Apple’s 1984) reprinted in Advertising

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Educational Foundation's website (www.aef.com) and Chapter 5 reprinted in *Advertising Age*, June 12, 2000, pp. 14-19. Recommended list, *Baltimore Sun*, 5/7/200. Reviewed by Christopher Lehmann-Haupt "20 Ads That Shook the World: Sales Pitches That Put the M (for Mega) in Madison Ave." in daily New York Times, January 3, 2001, feature story in *St Peterburg Times* by Jeff Klinkerbery, January 23, 2001, and commentary in *Chicago Sun Times* by Andrew Herrmann. Korean and Chinese editions in 2002. The American Museum of Advertising created a special show from the book called "20 Ads That Shook The World" opening March, 2001. The CBS show "60 Minutes" broadcast a segment on De Beers diamonds hosted by Bob Simon in which I was the explainer of "A Diamond Is Forever" campaign (February 18, 2001). A segment on P.T. Barnum appeared on PBS "Great Entrepreneurs" (Episode #102) in April 2001. I made a tape ("Twitchell on Great Campaigns") for UF Business School for Intro to Marketing class for their distance learning course. Featured on Wall Street Journal radio show (February, 2001). "She's Very Charlie" and "The Marlboro Man" excerpted in *The Little, Brown Reader*, eds, Stubbs, Barnet, and Cain (Longman: 2003): pp. 96-98, 664-671. Chapter on Clairol reprinted as "How to Advertise a Dangerous Product." *Convergences: Message, Method, Medium*. 2nd edition. Edited by Robert Atwan (New York: Bedford/St. Martin's, 2004): 512-517. I have been contacted by independent producer from NBC to do a special on the book as well as from the Fremantle Corporation to write a documentary for PBS. Interview on Swedish Public Radio 10/16/02. Paperback edition 2001. Chinese edition 2003.

Living It Up: Our Love Affair with Luxury. (Columbia University Press, 2002). Reviewed in major media like *Washington Post*, *Business Week*, *Sunday Times (London)*, *The Atlantic Monthly Magazine*... Starred review *Publisher's Weekly*, March 11, 2002: 67 and daily review by Janet Maslin, "Cashmere, Rolexes and a Spiritual Rush," *The New York Times*, April 4, 2002, Section E; Page 7. Featured on various NPR radio stations including "Talk Of The Nation," (national) 17 April; "On Point (Boston) April, 30; Wisconsin Public Radio, May 3; Virginia Public Radio, May 15; "Talk of the City (Los Angeles), "Bottled water as a marketing phenomenon" NPR Morning Edition with Bob Edwards, June 20, 2002; May 21; KPCC-Los Angeles, Aug 29 on consumption; "Media Matters" on UILL, 27 November; PBS "The Infinite Mind" December 2002; Final chapter reprinted as "A (Mild) Defense of Luxury" in The Federal Reserve Bank of Boston's *Regional Review*, Winter 2002:2-23; "In Defense of Luxury," *Chronicle of Higher Education*, March 15, 2002: B7-B10; "Living in the Fast Lane," *The Australian*, April 10, 2002: 36; "Let Them Eat Cake," *The American Spectator*, May/June, 2002:70-75. "A (Mild) Defense of Luxury." *Talking Points on Global Issues: A Reader*. Edited by Richard Robbins. New York: Allyn & Bacon, 2004): 9-17. Chapter 1 reprinted as "Needing the Unnecessary," *Reason*, August 1, 2002, No. 4, Vol. 34; Pg. 36-39. Feature front page article on Style Section, The New York Times, July 7, 2002: sect 9, p. 1. "In Defense of Our Wicked, Wicked Ways," by Patricia Cohen. Featured interviews in these European magazines/newspapers: German *Focus*, November 11, 2002: pp. 164-166; Swiss, *Bilanz*, January 2003, pp. 78-81, and Italian *Il Messaggero*, December 13, 2002, p. 25; 2-page spread in *Bosen*, the Danish Business Daily, 26 February, 2003: 8-9. Book of the Month, 12/2002, Brandchannel.com. *Business Week* (important books to read, summer 2003), June 30, 2003, p. 22. Interview, "The Story of Luxe." *Gulfshore*, June 2004, pp. 194-95. *Washingtonpost.com*, March 23, 2004 Tuesday 02:00 PM, *Live on Line*. CBS *Sunday Morning*

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Show, July 18, 2004, on subject of luxury branding. Interview with Rita Braver. Paperback published Spring 2003 by Simon & Schuster Touchstone edition, second printing

Branded Nation: The Marketing of Megachurch, College Inc., and Museumworld. New York: Simon & Schuster, 2004. (Favorably reviewed in *New York Times*, *Los Angeles Times*, *Christian Science Monitor*, and elsewhere. Comments on museum stores was the subject of Rob Walker's "Museum Quality," *New York Times Magazine*, January 9, 1995, p. 25 and was subject of *Wall Street Journal* editorial, "Hidden Knowledge," November 19, 2004, p. W19. Discussed branding of music on NPR Weekend All Things Considered, December 29, 2001 with Lisa Simeone and Snigdha Prakash. Was on Mich., Illinois, Wisc. public radio as well as WNYC). "James Twitchell on Branding and the Transformation of Higher Education." *The Lawlor Review*, Winter 2005, pp. 10-17 and interview on "Megachurch. *Index*, April/May, 2004, , p. 80. "Profile." *Vermont Public Television*. Hour-long interview with Fran Stoddard, October 25, 2004. Paperback edition fall, 2005.

Book, forthcoming

Where Men Hide. (Photos by Ken Ross.) New York: Columbia University Press, spring 2006.

Book, contracted for

Shopping for God: How Christianity Went From In Your Heart To In Your Face. Simon & Schuster, 2008.

Books, Contributor of Chapter

"'But First A Word From Our Sponsor': Advertising and the Carnivalization of Culture." Dumbing Down: The Strip Mining of American Culture, Edited by Katherine Washburn and John Thornton, (197_208) (New York: W.W. Norton & Co. 1996). Revised and reprinted in The Wilson Quarterly, 20 (Summer 1996), 68_77, The Orlando Sentinel, June 2, 1996, G1, and featured in UF's Office of Research, Technology, and Graduate Education publication Explore in summer 1997: 30_35. This article has been reprinted in Our Times: Readings from Recent Periodicals (Bedford Books):65-71; The Contemporary Reader (Longman Addison Wesley): 76-82, Mass Media (McGraw Hill):41-47, Between Worlds: A Reader (Longman):269-275. It was the subject of a George Will syndicated column in July 1997. This article is featured as one of the "inaugural articles on advertising" on the "Advertising and Society" website published by the Johns Hopkins University Press as part of its on-line journal series, Project Muse (click "journal" icon at www.aef.com). To be reprinted in Beedles and Petracca eds, Academic Contexts/Disciplinary Conventions (Prentice Hall), 2001 and Marcia Murth ed, 75 Thematic Readings (McGraw-Hill), 2002.

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"Adcult and Gender." In Tom Reichert and Jacqueline Lambaise, eds. Sex in Advertising (New York: Erlbaum, 2003).

"The Liberating Role of Consumption and the Myth of Artificially Created Desires." In Daniel Doherty and Amitai Etzioni, eds. Voluntary Simplicity: Responding to Consumer Culture (New York, Rowman & Littlefield, 2003) 183-193.

Articles published

"The Swamp in Hemingway's 'Big Two_hearted River,'" Studies in Short Fiction, (Summer 1972), 275_277.

"The Picture in 'Kubla Khan' and 'Dejection: An Ode,'" Journal of English Teaching Techniques, 5 (July 1972), 29_34.

"The Role of Harris in The Sun Also Rises," Explicator, 31 (December 1972), item #24.

"Desire with Loathing Strangely Mix'd: The Dreamwork of Christabel," The Psychoanalytic Review, 61 (Spring 1974), 33_44.

Lolita, the Bildungsroman and the Woman Question," Genre, 8 (September 1974), 272_279.

"The Authenticity of the Percy 'Edward,'" Western Folklore, 34 (January 1975), 32_36.

"The Metaphysical Pattern of Act 4 of Prometheus Unbound," Keats_Shelley Journal, 24 (Winter 1975), 29_48.

"Blake's Mental Traveller and The Arlington Court Picture," Criticism, 17 (Winter 1975), 1_14.

"The World Above the Ancient Mariner," Texas Studies in Language and Literature, 17 (Spring 1975), 103_107.

"La Belle Dame as Vamp," CEA Critic, 37 (May 1975), 31_33.

"The Supernatural Structure of Byron's Manfred," Studies in English Literature, 15 (Fall 1975), 601_615. Reprinted in Nineteenth_Century Literary Criticism, ed. Laurie Harris, 2 (Gayle Research Co., 1983), pp. 100_102.

"'Hart_Leap Well': Wordsworth's Crucifixion Poem," Tennessee Studies in Literature, 20 (1975), 11_26.

"Romanticism and Cosmic Consciousness," The Centennial Review, 19 (Fall 1975), 287_307.

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"Heathcliff as Monomaniac," Transactions of the Bronte Society, 16 (1975), 374_375.

"Wordsworth's Leech Gatherer," Research Studies, 43 (December 1975), 253_260.

"Heathcliff as Vampire," Southern Humanities Review, 11 (Fall 1977), 355_362.

"Poe's Oval Portrait," Studies in Short Fiction, 14 (Fall 1977), 387_394.

The Rime of the Ancient Mariner as Vampire Poem," College Literature, 4 (Winter 1977), 21_40.

"Levels of Consciousness in Keats' Endymion," Journal of Altered States of Consciousness, 3 (1977), 309_325.

"Porphyro as 'Famished Pilgrim': The Hoodwinking of Madeline Continued," Ball State University Forum, 19 (Spring 1978), 56_66.

"The Month of 'Christabel,'" Explicator, 35 (Winter 1976), 28_29.

"The Chronology and Characters of Babylon Revisited," Fitzgerald/Hemingway Annual, (1978), 155_161.

"The Character of Shelley's Count Cenci," Tennessee Studies in Literature, 24 (1979), 120_133.

"Lawrence's Lamias: The Role of Women in The Rainbow and Women in Love," Studies in the Novel, 11 (1979), 23_43.

"A Psychoanalysis of the Vampire Myth," American Imago, 37 (1981), 83_92. Reprinted as "The Vampire Myth" in Dracula: The Vampire and the Critics, ed. Margaret L. Carter, (UMI Press, 1988), pp. 109_117.

"Frankenstein and the Anatomy of Horror," Georgia Review, 37 (Spring 1983), 41_85. Reprinted in Frankenstein: The University of Pennsylvania Press Electronic Edition, edited by Stuart Curran, 1997.

"Two Cheers for Materialism." Wilson Quarterly, (Spring 1999), 16_26. Reprinted as "It's a Material World." Minneapolis Star May, 31, 1999. p. 10A and as "It's a Material World, and That's OK," in American Values: Opposing Viewpoints (San Diego: Greenhaven Press, 2000): 124-29; in Life Studies: An Analytic Reader, (Bedford/St Martin's Press, 2000):425-430. Also reprinted as "Two Cheers for Materialism" in Juliet Schor and Douglas Holt, The Consumer Society Reader (Boston, The New Press) 2000, pp 281-290 and in Academic Communities/Disciplinary Conventions edited by Bonnie Beedles and Michael Petracca. (Prentice Hall) 2001, pp 388-398 and to be reprinted in Moral Soundings, edited by Dwight Furrow (Rowman & Littlefield), 2004, pp. 3-47.

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"Media and the Message." Advertising Age special issue "The Advertising Century," (March, 1999), 109_110, 136.

"The Stone Age." The Boston Review (Summer 1999), 12. Reprinted in Juliet Schor's Do Americans Shop Too Much? (Boston, Beacon Press) 2000, 44-49. This article to be reprinted in Gary Goshgarian, ed. The Contemporary Reader (New York: Longman), 2004.

"An English Teacher Looks At Branding." Journal of Consumer Research, September 2004, pp. 484-89.

"Higher Ed, Inc." Wilson Quarterly, Summer 2004, pp. 46-59.

"Jesus Christ's Superflock." Mother Jones, March/April, 2005, pp. 46-49.

Reviews published

"Review of William Patrick Day, In the Circles of Fear and Desire," Novel, 20 (Winter, 1987), 186_187.

"Review of David Bianculli, Teleliteracy: Taking Television Seriously, Philadelphia Inquirer, September 13, 1992, p. F3.

"Review of Lendol Calder, Financing the American Dream: A Cultural History of Consumer Credit, Reason, November 1999, 60_61.

"Review of Lawrence R. Samuel, Brought To You By: Postwar Television Advertising and the American Dream." Journal of Consumer Culture December 2003, 409-410.

OpEd pieces

"School Daze, Grade Haze," The Washington Post, June 4, 1997:A3 and republished elsewhere in Washington Post Syndicate. This was the subject of an interview with Bob Edwards on NPR's "Morning Edition" (6/24/97).

"PETA's Shockvertising Billboard is Oversell for a Serious Message." "Viewpoints" Newsday, August 31, 2000, p. A48-A50.

"The Branding of Higher Ed." Forbes, November 25, 2002, p. 50. Discussed this on NPR's The Todd Mundt Show 4 December 2002

Columns published in Creativity magazine

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"No Image Today Can Rival the Visage of Lydia Pinkham...". Creativity, April, 1998: 5_6

"The English Never Forgot Pears'...". Creativity, May, 1998: 4_5.

"P.T. Barnum Delivered the Steak and the Sizzle." Creativity, June, 1998: 4_5.

"Think It Out Square, Say It with Flair." Creativity, July/August, 1998: 8.

"Radio Lost Its Wide_Eyed Innocence...". Creativity, September, 1998: 5_6.

"Nothing So Concentrates the Mind...". Creativity, October, 1998: 5_6.

"The Marlboro Man Is Still The Perfect Icon...". Creativity, November, 1998: 5_6.

"You Can Keep Christ Out of Christmas...". Creativity, December, 1998: 6_7. Reprinted in Dairy Profit Weekly, "Washington Report," December 4, 1998: 4.

"Absolut: The Ancient Yearning for Objects of Value...". Creativity, January/February, 1999: 5_6.

"Advertising's Punch Bowl: Round 1: An Academic Squares off with a Practitioner." Creativity, February, 2000, pp.34_35.

"Advertising's Punch Bowl: Round 2: We are not Materialistic Enough." Creativity, March, 2000. pp. 36_37.

"Advertising's Punch Bowl: Round 3: Get With the Freaks." Creativity, April 1, 2000, p. 42-44

"Advertising's Punch Bowl: Round 4: Pretty Smart Pigs." Creativity, May 2000, pp. 42-44.

"Advertising's Punch Bowl: Round 5 The Ungrateful Dead." Creativity, June, 2000, pp.64-66.

"Advertising's Punch Bowl: Round 6: Dot-Com Disasters." Creativity, July 1, 2000, p. 44.

Columns published in Advertising Age magazine

"A Proud Tradition of House Ads: In Advertising's Golden Age Agencies Weren't Shy in Selling Themselves." Ad Age, July 9, 2001, pp. 6-7.

Dictionary Entries

Two entries commissioned for Encyclopedia of Advertising (Hartman Center at Duke University and Museum of Broadcast Communications) on Clairol, and Listerine to be published by Fitzroy Dearborn, 2004.

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Debate published

Jhally vs Twitchell: On Advertising. Stay Free! Winter 1966, pp. 16-26. Reprinted in Media Reader, "Advertising: The Modern Cult of Pop Culture." Autumn 1999, pp. 13-17.

"The Breakfast Table," *Slate* (Microsoft's on-line magazine): an exchange of email on advertising and branding with Professor Douglas Holt of Harvard Business School, twice a day for a week, from May 28 to June 1, 2001.

<http://find.slate.msn.com/code/Archive/Archive.asp?QueryText=+The+Breakfast+Table&Action=DepartmentSrch&GroupBy=Department>

Formal convocations: Grace A. Tanner Lecture in Human Values at Southern Utah University (distinguished faculty lecture to entire school on Culture of Advertising, October 23, 2003.

Brandworks University 2003 (Madison, Wisconsin) "Branding and Fungibility: Still Learning from Las Vegas" June, 5, 2003.

The Luxury Council, (NYC) "The Emotion of Luxury" February 27, 2003.

The Landis Company (in conjunction with UF marketing department) symposium on Consumer Behavior: Model Workshop, February 19, 2004.

National Convention: AEJMC 2004 Convention (American Educators of Journalism and Mass Communication, August 5, 2004, Toronto, Canada. Panel member discussing "Overmarketing: Overwhelming Consumers and Undermining The Future: Examining the impact of increasingly sophisticated and aggressive marketing techniques as consumer resistance escalates."

Papers read at national meetings

"The Cosmic Psychodrama: A Romantic Genre," General Topics II Meeting, MLA, December 1973.

Invited papers

"The Insistence of Vulgarity in Modern Culture," Rice University and Southern Methodist University, January 1989.

"Preposterous Violence in Popular Culture." Invited papers at the Harry Frank Guggenheim Foundation Seminar in Violence in NYC, summer, 1994.

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"Advertising: The Bastardization/Democratization of Art." Panel presentation of "Dec{ad}e: 10th Anniversary," Pittsburgh, PA., 1998.

"The A/Effect of Luxury." Marketing Conference at the Kellogg School of Business, Northwestern University, August 1999.

"What is Luxury?" EURO RSCG marketing meeting, February 3, 2000.

"Where Branding Comes From and Why It Won't Go Away." Account Planning Conference of the AAAA (Boca Raton, FL), September 9, 2003.

"What's Luxury Doing at Target." June 1, 2004, Minneapolis, Mn. Target HQ

Commercial consulting:

Consultant to Arnold Advertising on the entry of VW Phaeton in New York, February 2003.

"The Feel of Luxury" a seminar I conducted for two days for the Infiniti division of Nissan, July 31-August 2, 2003 in Los Angeles.

"Where Luxury Exists" Hospitality Design Leadership Summit, February 2004 in Vail.

Consulting for Goodyear Tires and The Van Horssen Group, 2004

Campus talks:

talk to Marketing 101 class at UF Business school on advertising (now on video), September 2001.

talk to American studies classes at Stetson University on Advertising and American culture, November 16, 2001

talk to advertising club on Concepts of Branding. January 29, 2002.

talk to Advertising department and Institute of Consumer Research at the University of Illinois on Branding and Willow Creek Community Church, November 14, 2002.

talk to advertising club on Advertising and Cultural Values, October 8, 2003.

talk to John Sutherland's campaigns class on History of Advertising, October 13, 2003.

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Roundtable discussions

Advertising Educational Foundation, “ On Political Advertising” (Randall Rothenberg, Stuart Ewen, Jerry Della Femina, Donny Deutsch, Burt Manning) published at www.aef.com.