

analysis of mad men

An Analysis of Mad Men: Decoding the Iconography of 1960s America

Introduction:

Step into the smoky haze of Sterling Cooper Draper Price and delve into the captivating world of Mad Men. More than just a stylish period drama, Mad Men offers a complex and nuanced exploration of 1960s American society, its shifting values, and the individuals grappling with its rapid transformation. This in-depth analysis will dissect the show's intricate portrayal of advertising, gender roles, identity, and the American Dream, offering a compelling look at one of television's most celebrated and critically acclaimed series. Prepare to unravel the layers of this cultural phenomenon, examining its enduring legacy and the timeless questions it continues to pose.

I. The Advertising World as a Microcosm of Society:

Mad Men masterfully uses the advertising industry as a lens through which to examine the broader social landscape of the 1960s. The creative process, the client relationships, and the internal dynamics of the agency mirror the anxieties, aspirations, and moral ambiguities of the era. The constant pressure to sell, to create desire, and to manipulate consumer behavior reflects the pervasive influence of capitalism and its impact on individual lives. We witness the evolution of advertising techniques, from the subtle psychological manipulation of the early seasons to the increasingly brazen and cynical tactics employed as the decade progresses. The show brilliantly highlights the ethical gray areas of the profession, forcing viewers to confront the power of persuasion and its potential for exploitation. The characters' struggles within the agency often mirror the larger societal struggles with conformity, rebellion, and the search for meaning.

II. Gender Roles and the Shifting Landscape of Female Identity:

The portrayal of women in Mad Men is a crucial aspect of its cultural commentary. The show initially presents a seemingly stereotypical view of 1960s femininity, with women confined to traditional roles as secretaries, wives, and mothers. However, Mad Men gradually reveals the complexities and contradictions within these roles, showcasing the quiet rebellion and suppressed desires of women like Peggy Olson, Joan Holloway, and Betty Draper. Their journeys highlight the limitations imposed on women, the struggle for professional recognition, and the evolving definition of female identity in a rapidly changing world. The show doesn't shy away from depicting the sexism and misogyny of the time, making it a powerful commentary on gender inequality and the long fight for women's liberation. The subtle and overt power dynamics between men and women are meticulously crafted, offering a rich tapestry of human interaction and societal pressures.

III. Identity and the American Dream: A Search for Meaning in a Materialistic World:

The characters in Mad Men are perpetually searching for meaning and fulfillment, often

chasing the elusive American Dream. The show presents a critical examination of this ideal, exposing its limitations and highlighting the disillusionment experienced by those who strive for material success without finding inner peace. The characters' struggles with alcoholism, infidelity, and existential angst reveal the fragility of the American Dream and its failure to guarantee happiness. The show questions the value of material possessions and societal approval, forcing viewers to confront their own definitions of success and fulfillment. The quest for identity is a central theme, as characters grapple with their personal demons and attempt to reconcile their public personas with their private selves.

IV. The Evolution of Societal Values and the Counterculture Movement:

Mad Men vividly depicts the shift in societal values throughout the 1960s. The show traces the transition from the conservative post-war era to the burgeoning counterculture movement, highlighting the growing tensions between tradition and rebellion. The characters' reactions to the changing social landscape reveal the complexities of this era, as some embrace the new freedoms and challenges while others cling to traditional values. The emergence of civil rights activism, the Vietnam War protests, and the rise of feminist movements are subtly woven into the narrative, enriching the show's exploration of societal change and the conflicts that accompany it. The juxtaposition of the sophisticated advertising world with the growing social unrest creates a compelling contrast and underscores the underlying anxieties of the time.

V. The Enduring Legacy and Timeless Relevance of *Mad Men*:

Even after its conclusion, *Mad Men* continues to resonate with audiences due to its insightful exploration of timeless themes. The show's focus on identity, relationships, and the search for meaning transcends the specific historical context of the 1960s. Its characters and their struggles remain relatable, offering a window into the human condition and the persistent challenges of navigating personal and societal change. The show's sophisticated writing, compelling characters, and stunning visuals ensure its place as a cultural touchstone, prompting ongoing discussion and critical analysis. Its enduring popularity reflects its ability to tap into universal human experiences and to offer a powerful commentary on the complexities of the modern world.

Book Outline: "Decoding *Mad Men*: A Critical Analysis"

Introduction: A brief overview of *Mad Men* and the purpose of the book.

Chapter 1: The Advertising Landscape: An in-depth examination of the advertising world as depicted in the show and its reflection of societal values.

Chapter 2: Gender and Identity: A detailed analysis of the portrayal of women and the evolution of female identity throughout the series.

Chapter 3: The American Dream and Existential Angst: A discussion of the show's critique of the American Dream and its exploration of the characters' search for meaning.

Chapter 4: Social Change and Cultural Shifts: An examination of the series' depiction of the changing social landscape of the 1960s.

Chapter 5: Narrative Structure and Cinematic Techniques: A look at the show's unique storytelling style and its use of visual elements to enhance the narrative.

Chapter 6: Legacy and Impact: An analysis of *Mad Men*'s lasting influence on television and popular culture.

Conclusion: A summary of the key findings and a reflection on the enduring relevance of the show.

(Each chapter would then be elaborated on, providing detailed textual analysis, character studies, and contextual information, expanding on the points raised in the blog post.)

FAQs:

1. What makes Mad Men so critically acclaimed? Its sophisticated writing, compelling characters, and insightful exploration of 1960s American society.
1. How does Mad Men portray the changing role of women? Through complex female characters who challenge traditional gender roles and strive for independence.
1. What is the significance of the advertising industry in Mad Men? It serves as a microcosm of society, reflecting its values, anxieties, and aspirations.
1. How does the show explore the American Dream? It critiques the ideal, exposing its limitations and the disillusionment it can cause.
1. What is the show's relationship to the counterculture movement? It depicts the growing tension between traditional values and the burgeoning counterculture.
1. What are the major themes explored in Mad Men? Identity, gender roles, the American Dream, societal change, and the complexities of human relationships.
1. Is Mad Men suitable for all audiences? It contains mature themes and may not be suitable for younger viewers.
1. Where can I watch Mad Men? It's currently available on various streaming platforms.

1. What makes Mad Men's cinematography so unique? Its use of color, lighting, and composition creates a distinct visual style that enhances the narrative.

Related Articles:

1. The Evolution of Peggy Olson in Mad Men: A character study focusing on Peggy's journey and her impact on the show.
1. Don Draper's Identity Crisis: A Psychoanalytic Exploration: A deeper dive into Don Draper's complex personality and his search for identity.
1. The Women of Mad Men: Rebellion and Resilience in the 1960s: Examining the various female characters and their experiences.
1. Advertising and Manipulation in Mad Men: A critical analysis of the advertising techniques employed in the show.
1. Mad Men and the American Dream: A Critical Reassessment: A further look at the show's deconstruction of the American Dream ideal.
1. The Soundtrack of Mad Men: A Cultural Reflection: An examination of the music used in the show and its contribution to the overall atmosphere.
1. Mad Men's Costumes and Their Significance: Analyzing the fashion choices and their reflection of the 1960s.
1. Comparing Mad Men to Other Period Dramas: A comparative analysis of Mad Men and similar shows.

1. The Legacy of Mad Men: Its Enduring Influence on Television: A review of the show's continued impact on the television landscape.

analysis of mad men: Mad Men Carousel Matt Zoller Seitz, 2015-11-10 Mad Men Carousel is an episode-by-episode guide to all seven seasons of AMC's Mad Men. This book collects TV and movie critic Matt Zoller Seitz's celebrated Mad Men recaps—as featured on New York magazine's Vulture blog—for the first time, including never-before-published essays on the show's first three seasons. Seitz's writing digs deep into the show's themes, performances, and filmmaking, examining complex and sometimes confounding aspects of the series. The complete series—all seven seasons and ninety-two episodes—is covered. Each episode review also includes brief explanations of locations, events, consumer products, and scientific advancements that are important to the characters, such as P.J. Clarke's restaurant and the old Penn Station; the inventions of the birth control pill, the Xerox machine, and the Apollo Lunar Module; the release of the Beatles' Revolver and the Beach Boys' Pet Sounds; and all the wars, protests, assassinations, and murders that cast a bloody pall over a chaotic decade. Mad Men Carousel is named after an iconic moment from the show's first-season finale, "The Wheel," wherein Don delivers an unforgettable pitch for a new slide projector that's centered on the idea of nostalgia: "the pain from an old wound." This book will soothe the most ardent Mad Men fan's nostalgia for the show. New viewers, who will want to binge-watch their way through one of the most popular TV shows in recent memory, will discover a spoiler-friendly companion to one of the most multilayered and mercurial TV shows of all time. It's the perfect gift for Mad Men fans and obsessives. Also available from Matt Zoller Seitz: The Oliver Stone Experience, The Wes Anderson Collection: Bad Dads, The Wes Anderson Collection: The Grand Budapest Hotel, and The Wes Anderson Collection.

analysis of mad men: Analyzing Mad Men Scott F. Stoddart, 2011-08-12 AMC's episodic drama Mad Men has become a cultural phenomenon, detailing America's preoccupation with commercialism and image in the Camelot of 1960s Kennedy-era America, while self-consciously exploring current preoccupations. The 12 critical essays in this collection offer a broad, interdisciplinary approach to this highly relevant television show, examining Mad Men as a cultural barometer for contemporary concerns with consumerism, capitalism and sexism. Topics include New Historicist parallels between the 1960s and the present day, psychoanalytical approaches to the show, the self as commodity, and the Age of Camelot as an Age of Anxiety, among others. A detailed cast list and episode guide are included. Instructors considering this book for use in a course may request an examination copy here.

analysis of mad men: The Legacy of Mad Men Karen McNally, Jane Marcellus, Teresa Forde, Kirsty Fairclough, 2019-11-30 For seven seasons, viewers worldwide watched as ad man Don Draper moved from adultery to self-discovery, secretary Peggy Olson became a take-no-prisoners businesswoman, object-of-the-gaze Joan Holloway developed a feminist consciousness, executive Roger Sterling tripped on LSD, and smarmy Pete Campbell became a surprisingly nice guy. Mad Men defined a pivotal moment for television, earning an enduring place in the medium's history. This edited collection examines the enduringly popular television series as Mad Men still captivates audiences and scholars in its nuanced depiction of a complex decade. This is the first book to offer an analysis of Mad Men in its entirety, exploring the cyclical and episodic structure of the long form series and investigating issues of representation, power and social change. The collection establishes the show's legacy in televisual terms, and brings it up to date through an examination of its cultural importance in the Trump era. Aimed at scholars and interested general readers, the book

illustrates the ways in which *Mad Men* has become a cultural marker for reflecting upon contemporary television and politics.

analysis of mad men: *Play All* Clive James, 2016-08-30 "A loving and breezy set of essays" on today's most addictive TV shows from "an incisive and hilarious critic" (Slate). Television is not what it once was. Award-winning author and critic Clive James spent decades covering the medium, and witnessed a radical change in content, format, and programming, and in the very manner in which TV is watched. Here he examines this unique cultural revolution, providing a brilliant, eminently entertaining analysis of many of television's most notable twenty-first-century accomplishments and their not always subtle impact on modern society—including such acclaimed serial dramas as *Breaking Bad*, *The West Wing*, *Mad Men*, and *The Sopranos* and the comedy *30 Rock*. With intelligence and wit, James explores a television landscape expanded by cable and broadband and profoundly altered by the advent of Netflix, Amazon, and other cord-cutting platforms that have helped to usher in a golden age of unabashed binge-watching. "James loves television, he loves the winding stories it tells and that we share them together. *Play All* is a late love letter to the medium of our lives."—Sunday Times "Large-brained and largehearted, and written with astonishing energy."—The New York Times Book Review "Witty and insightful musing on popular and critically acclaimed series of the past two decades."—Publishers Weekly

analysis of mad men: *Mad Men, Mad World* Lauren M. E. Goodlad, Lilya Kaganovsky, Robert A. Rushing, 2013-03-11 Since the show's debut in 2007, *Mad Men* has invited viewers to immerse themselves in the lush period settings, ruthless Madison Avenue advertising culture, and arresting characters at the center of its 1960s fictional world. *Mad Men, Mad World* is a comprehensive analysis of this groundbreaking TV series. Scholars from across the humanities consider the AMC drama from a fascinating array of perspectives, including fashion, history, architecture, civil rights, feminism, consumerism, art, cinema, and the serial format, as well as through theoretical frames such as critical race theory, gender, queer theory, global studies, and psychoanalysis. In the introduction, the editors explore the show's popularity; its controversial representations of race, class, and gender; its powerful influence on aesthetics and style; and its unique use of period historicism and advertising as a way of speaking to our neoliberal moment. *Mad Men, Mad World* also includes an interview with Phil Abraham, an award-winning *Mad Men* director and cinematographer. Taken together, the essays demonstrate that understanding *Mad Men* means engaging the show not only as a reflection of the 1960s but also as a commentary on the present day. Contributors. Michael Bérubé, Alexander Doty, Lauren M. E. Goodlad, Jim Hansen, Dianne Harris, Lynne Joyrich, Lilya Kaganovsky, Clarence Lang, Caroline Levine, Kent Ono, Dana Polan, Leslie Reagan, Mabel Rosenheck, Robert A. Rushing, Irene Small, Michael Szalay, Jeremy Varon

analysis of mad men: *Meditations in an Emergency* Frank O'Hara, 1967 Originally published: New York: Grove Press, 1957.

analysis of mad men: *Mad Men on the Couch* Stephanie Newman, 2012-02-28 *Mad Men* has captured the imaginations of millions of viewers, winning fifteen golden globes and four Emmys. Perhaps more than the gorgeously stylized visuals and impeccably re-created history, it's the show's richly drawn characters stumbling through their personal and professional lives that get under our skin and keep us invested. In *Mad Men on the Couch*, Dr. Stephanie Newman analyzes the show's primary characters through the lens of modern psychology. Lending her trained professional eye, she poses and expertly answers pressing questions such as: Why does Don constantly sabotage himself? Why is Betty such a cold mother and desperately unhappy housewife? (Hint: It's not just because her people are Nordic.) Why does Pete prevail in adversity when Roger crumbles? Why is Peggy able to rise professionally in the male jungle of Madison Avenue when Joan can't? Can these characters ever really change? With critical commentary that is both entertaining and insightful, *Mad Men on the Couch* will provide viewers with a unique perspective on the show.

analysis of mad men: *Mad Men and Philosophy* James B. South, Rod Carveth, 2010-06-01 A look at the philosophical underpinnings of the hit TV show, *Mad Men* With its swirling cigarette smoke, martini lunches, skinny ties, and tight pencil skirts, *Mad Men* is unquestionably one of the

most stylish, sexy, and irresistible shows on television. But the series becomes even more absorbing once you dig deeper into its portrayal of the changing social and political mores of 1960s America and explore the philosophical complexities of its key characters and themes. From Socrates, Plato, and Aristotle to John Kenneth Galbraith, Milton Friedman, and Ayn Rand, *Mad Men* and Philosophy brings the thinking of some of history's most powerful minds to bear on the world of Don Draper and the Sterling Cooper ad agency. You'll gain insights into a host of compelling *Mad Men* questions and issues, including happiness, freedom, authenticity, feminism, Don Draper's identity, and more. Takes an unprecedented look at the philosophical issues and themes behind AMC's Emmy Award-winning show, *Mad Men* Explores issues ranging from identity to authenticity to feminism, and more Offers new insights on your favorite *Mad Men* characters, themes, and storylines *Mad Men* and Philosophy will give *Mad Men* fans everywhere something new to talk about around the water cooler.

analysis of mad men: *I Like to Watch* Emily Nussbaum, 2019 The big picture : how Buffy the vampire slayer turned me into a TV critic -- The long con (The Sopranos) -- The great divide : Norman Lear, Archie Bunker, and the rise of the bad fan -- Difficult women (Sex and the city) -- Cool story, bro (True detective, Top of the lake and The fall) -- Last girl in Larchmont : the legacy of Joan Rivers -- Girls girls girls : Girls, Vanderpump rules, House of cards and Scandal, The Amy Schumer show, Transparent -- Confessions of the human shield -- How jokes won the election -- In praise of sex and violence : Hannibal, Law et order : SVU, Jessica Jones, -- The jinx, The Americans -- The price is right : what advertising does to TV -- In living color : Kenya Barris' -- Breaking the box : Jane the virgin, The comeback, The good wife, The newsroom, Adventure time, The leftovers, High maintenance. -- Riot girl : Jenji Kohan's hot provocations -- A disappointed fan is still a fan (Lost) -- Mr. big : how Ryan Murphy became the most powerful man in television.

analysis of mad men: Mad Men, Women, and Children Heather Marcovitch, Nancy Ellen Batty, 2012 This book, edited by Heather Marcovitch and Nancy Batty, offers multiple perspectives on the representation of women and children in the popular AMC series, *Mad Men*. These essays explore the rich historical and social context portrayed in the series and connect the concerns and tumult of the sixties to the contemporary moment.

analysis of mad men: *Difficult Men* Brett Martin, 2014-07-29 The 10th anniversary edition, now with a new preface by the author A wonderfully smart, lively, and culturally astute survey. - The New York Times Book Review Grand entertainment...fascinating for anyone curious about the perplexing miracles of how great television comes to be. - The Wall Street Journal I love this book...It's the kind of thing I wish I'd been able to read in film school, back before such books existed. - Vince Gilligan, creator of *Breaking Bad* and co-creator of *Better Call Saul* In the late 1990s and early 2000s, the landscape of television began an unprecedented transformation. While the networks continued to chase the lowest common denominator, a wave of new shows on cable channels dramatically stretched television's narrative inventiveness, emotional resonance, and creative ambition. Combining deep reportage with critical analysis and historical context, Brett Martin recounts the rise and inner workings of this artistic watershed - a golden age of TV that continues to transform America's cultural landscape. *Difficult Men* features extensive interviews with all the major players - including David Chase (*The Sopranos*), David Simon and Ed Burns (*The Wire*), David Milch (*NYPD Blue*, *Deadwood*), Alan Ball (*Six Feet Under*), and Vince Gilligan (*Breaking Bad*, *Better Call Saul*) - and reveals how television became a truly significant and influential part of our culture.

analysis of mad men: *Mad Men Unbuttoned* Natasha Vargas-Cooper, 2010-07-20 *Mad Men* Unbuttoned, footnotes to the show and the era, including these fascinating tidbits: Don Draper's character is based on the real-life Draper Daniels, protégé of Leo Burnett who started off as a copywriter and rose to creative director, eventually heading the team that launched the Marlboro Man. The iconic Think Small Volkswagen ad positioned the Beetle as an ugly but well-made car—a revolt against excess. Not only did unit sales top 500,000 cars a year, but the campaign succeeded in junking all the rules of car advertising. When barred from visiting Disneyland on a trip to the United States, Soviet premier Nikita Khrushchev threw a tantrum and left Los Angeles in a huff the very

next day. The Group by Mary McCarthy, the novel *Betty Draper* is seen reading in the bathtub, transformed the way women viewed love, sex, and marriage. In 1947 Christian Dior showcased its revolutionary New Look line. Betty, Peggy, and the rest of the steno pool at Sterling-Cooper can be seen sporting the sloping shoulders, hourglass silhouettes, and billowing skirts of the New Look style.

analysis of mad men: Mad Men, Death and the American Dream Elisabeth Bronfen, 2016
Matthew Weiner's series *Mad Men*, garnering awards, fandom and critical acclaim, has come to be viewed as a powerful time capsule. Given the precision with which the show invokes the visual culture as well as the political scene of the 1960s, it has been praised for bringing back to the T.V. screen this watershed moment in American history. In her sophisticated study, Elisabeth Bronfen treats Lionsgate's serial drama, that aired from 2007-2015, as a significant DVD novel of the early 21st century. Her claim is that it not only thrives on a significant double voicing, reviving the literature, film, music and fashion of the past within and for the cultural concerns of the present, and as such speaking both about the past and about the present. With Don Draper an embodiment of the prototypical con man, his precarious journey from poverty to fame and prosperity can also be seen as a continuation of the moral perfectionism so key to the American literary tradition. His fall and spiritual recovery is as much an individual story as a comment on the state of the nation. The notions of family and home he works (and fights) for are necessary symbolic fictions, with advertisement disclosing them as such. At the same time, the pitches Don Draper is such a creative genius at, tap into collective desires that are as much about fantasies of personal happiness as they are about buying into the America project. If we need myths to offer imaginary solutions for conflicts that can not be resolved in political reality, *Mad Men* self-consciously reflects on the role television has come to play in this work of the cultural imaginary, both fragile and fruitful. We identify and sympathize with the people in this series not despite but because they are fictional representations, different yet also a mirror of ourselves.

analysis of mad men: Heather, The Totality Matthew Weiner, 2017-11-07
The Breakstone family arrange themselves around their daughter Heather, and the world seems to follow: beautiful, compassionate, entrancing, she is the greatest blessing in their lives of Manhattan luxury. But as Heather grows - and her empathy sharpens to a point, and her radiance attracts more and more dark interest - their perfect existence starts to fracture. Meanwhile a very different life, one raised in poverty and in violence, is beginning its own malign orbit around Heather. Matthew Weiner - the creator of *Mad Men* - has crafted an extraordinary first novel of incredible pull and menace. *Heather, The Totality* demonstrates perfectly his forensic eye for the human qualities that hold modern society together, and pull it apart.

analysis of mad men: How to Watch Television, Second Edition Ethan Thompson, Jason Mittell, 2020-03-31
A new edition that brings the ways we watch and think about television up to the present. We all have opinions about the television shows we watch, but television criticism is about much more than simply evaluating the merits of a particular show and deeming it "good" or "bad." Rather, criticism uses the close examination of a television program to explore that program's cultural significance, creative strategies, and its place in a broader social context. *How to Watch Television, Second Edition* brings together forty original essays—more than half of which are new to this edition—from today's leading scholars on television culture, who write about the programs they care (and think) the most about. Each essay focuses on a single television show, demonstrating one way to read the program and, through it, our media culture. From fashioning blackness in *Empire* to representation in *Orange Is the New Black* and from the role of the reboot in *Gilmore Girls* to the function of changing political atmospheres in *Roseanne*, these essays model how to practice media criticism in accessible language, providing critical insights through analysis—suggesting a way of looking at TV that students and interested viewers might emulate. The contributors discuss a wide range of television programs past and present, covering many formats and genres, spanning fiction and non-fiction, broadcast, streaming, and cable. Addressing shows from TV's earliest days to contemporary online transformations of the medium, *How to Watch Television, Second Edition* is

designed to engender classroom discussion among television critics of all backgrounds. To access additional essays from the first edition, visit the links tab at nyupress.org/9781479898817/how-to-watch-television-second-edition/.

analysis of mad men: Mad Men and Bad Men Sam Delaney, 2016-02-04 How did a bunch of unelected, unaccountable admen end up running British politics? What happened when a rag-tag band of scruffs and smart-arses invaded Westminster, sprinkling creative fairy dust over earnest politicians? How much did snappy slogans and simplistic sound bites influence election results and even government policies? Sam talks to the people at the heart of it: Alistair Campbell, Peter Mandelson, Tim Bell, Maurice Saatchi, Norman Tebbit, Neil Kinnock - and many more. Everything is here - the moment Margaret Thatcher met the Saatchi brothers, the famous 'Labour Isn't Working' poster and the infamous 'Demon Eyes' campaign. Here, too, are the stories they didn't want you to hear: the man who snorted coke in Number 10, the fist-fights in Downing Street, the all-day champagne binges in Westminster. Dark, revealing and frequently hilarious, *Mad Men and Bad Men* is a hugely entertaining behind-the-scenes tour of the election campaigns of the last four decades.

analysis of mad men: Mad Men M. Keith Booker, Bob Batchelor, 2023-06-14 "A comprehensive examination of the ways in which [the series] uses American cultural memory . . . to shape . . . characters' developments and the narrative arc." —Journal of American Culture From the opening credits that feature a silhouette falling among skyscrapers, *Mad Men* transcended its role as a series about the Madison Avenue advertising industry to become a modern classic. For seven seasons, *Mad Men* asked viewers to contemplate the 1960s anew, reassessing the era's stance on women's rights, race, war, politics, and family relationships that comprise the American Dream. Set in the mid-twentieth century, the show brought to light how deeply we still are connected to that age. The result is a show that continually asks us to rethink our own families, lives, work, and ethical beliefs as we strive for a better world. In *Mad Men: A Cultural History*, M. Keith Booker and Bob Batchelor offer an engaging analysis of the series, providing in-depth examinations of its many themes and nostalgic portrayals of the years from Camelot to Vietnam and beyond. Highly regarded cultural scholars and critics, Booker and Batchelor examine the show in its entirety, presenting readers with a deep but accessible exploration of the series, as well as look at its larger meanings and implications. This cultural history perspective reveals *Mad Men's* critical importance as a TV series, as well as its role as a tool for helping viewers understand how they are shaped by history and culture. "This homage will appeal to fans and academic readers alike. . . . Recommended." —Choice "Offers a stimulating point of view on the role of mass communication products as keys to understanding our society." —Journalism & Mass Communication Quarterly

analysis of mad men: Mad Men And Medusas Juliet Mitchell, 2008-01-06 This worthy successor to *Psychoanalysis and Feminism* is both a defense of the long-dismissed diagnosis of hysteria as a centerpiece of the human condition and a plea for a new understanding of the influence of sibling and peer relationships. Juliet Mitchell argues that, because it our first social relationship, the sibling relationship is crucial to development, and that it is a critical failure of psychoanalysis and other psychological theories of development to obscure and ignore the importance of siblings and peers. In *Mad Men and Medusas* Mitchell traces the history of hysteria from the Greek wandering womb to modern-day psychiatric diagnoses, arguing that we need to reclaim hysteria to understand how distress and trauma express themselves in different societies and different times. Using fascinating examples from anthropology, Freud's case studies, literature, and her own clinical practice, Mitchell convincingly demonstrates that while hysteria may have disappeared as a disease, it is still a critical factor in understanding psychological development through the life cycle.

analysis of mad men: 21st Century Retro Debarchana Baruah, 2021-04 Numerous contemporary televisual productions revisit the past but direct their energies towards history's non-events and anti-heroic subjectivities. Debarchana Baruah offers a vocabulary to discuss these, using *Mad Men* as primary case study and supplementing the analysis with other examples from the US and around the world. She takes a fundamentally interdisciplinary approach to studying film and television, drawing from history, memory, and nostalgia discourses, and layering them with theories

of intertextuality, paratexts, and actor-networks. The book's compositionist style invites discussion from scholars of various fields, as well as those who are simply fans of history or of *Mad Men*.

analysis of mad men: The Revolution Was Televised Alan Sepinwall, 2013-02-19 A phenomenal account, newly updated, of how twelve innovative television dramas transformed the medium and the culture at large, featuring Sepinwall's take on the finales of *Mad Men* and *Breaking Bad*. In *The Revolution Was Televised*, celebrated TV critic Alan Sepinwall chronicles the remarkable transformation of the small screen over the past fifteen years. Focusing on twelve innovative television dramas that changed the medium and the culture at large forever, including *The Sopranos*, *Oz*, *The Wire*, *Deadwood*, *The Shield*, *Lost*, *Buffy the Vampire Slayer*, *24*, *Battlestar Galactica*, *Friday Night Lights*, *Mad Men*, and *Breaking Bad*, Sepinwall weaves his trademark incisive criticism with highly entertaining reporting about the real-life characters and conflicts behind the scenes. Drawing on interviews with writers David Chase, David Simon, David Milch, Joel Surnow and Howard Gordon, Damon Lindelof and Carlton Cuse, and Vince Gilligan, among others, along with the network executives responsible for green-lighting these groundbreaking shows, *The Revolution Was Televised* is the story of a new golden age in TV, one that's as rich with drama and thrills as the very shows themselves.

analysis of mad men: American Unexceptionalism Kathy Knapp, 2014-05 The novels in question all take place in the sprawling terrain that stretches out beyond the Twin Towers - the postwar suburbs that since the end of World War II have served, like the Twin Towers themselves, as a powerful advertisement of dominance to people around the globe, by projecting an image of prosperity and family values. These suburban tales and their everyman protagonists grapple, however indirectly, with the implications of the apparent decline of the economic, geopolitical, and moral authority of the United States. In the context of perceived decay and diminishing influence, these novels actively counteract the narrative of American exceptionalism frequently peddled in the wake of 9/11.

analysis of mad men: Camera Man Dana Stevens, 2023-02-28 They were calling it the Twentieth Century -- She is a little animal, surely -- He's my son, and I'll break his neck any way I want to -- The locomotive of juveniles -- A little hell-raising Huck Finn -- The boy who couldn't be damaged -- Make me laugh, Keaton -- Speed mania in the kingdom of shadows -- Pancakes at Childs -- Comique -- Roscoe -- Brooms -- Mabel at the wheel -- Famous players in famous plays -- Home, made -- Rice, shoes, and real estate -- The shadow stage -- Battle-scarred risibilities -- One for you, one for me -- The darkie shuffle -- The collapsing façade -- Grief slipped in -- The road through the mountain -- Not a drinker, a drunk -- Old times -- The coming thing in entertainment -- Coda: Eleanor.

analysis of mad men: The Tell-Tale Heart Edgar Allan Poe, 2024-01-29 In Edgar Allan Poe's *The Tell-Tale Heart*, the narrator tries to prove his sanity after murdering an elderly man because of his vulture eye. His growing guilt leads him to hear the old man's heart beating under the floorboards, which drives him to confess the crime to the police.

analysis of mad men: How Fantasy Becomes Reality Karen Dill-Shackleford, 2016 From smartphones to social media, from streaming videos to fitness bands, our devices bring us information and entertainment all day long, forming an intimate part of our lives. Their ubiquity represents a major shift in human experience, and although we often hold our devices dear, we do not always fully appreciate how their nearly constant presence can influence our lives for better and for worse. In this revised and expanded edition of *How Fantasy Becomes Reality*, social psychologist Karen E. Dill-Shackleford explains what the latest science tells us about how our devices influence our thoughts, feelings, and behaviors. In engaging, conversational prose, she discusses both the benefits and the risks that come with our current level of media saturation. The wide-ranging conversation explores *Avatar*, *Mad Men*, *Grand Theft Auto*, and *Comic Con* to address critical issues such as media violence, portrayals of social groups, political coverage, and fandom. Her conclusions will empower readers to make our favorite sources of entertainment and information work for us and not against us.

analysis of mad men: *The Best of Everything* Rona Jaffe, 2023-03-14 Sixty years later, Jaffe's classic still strikes a chord, this time eerily prescient regarding so many of the circumstances surrounding sexual harassment that paved the way toward the #MeToo movement. -Buzzfeed When Rona Jaffe's superb page-turner was first published in 1958, it changed contemporary fiction forever. Some readers were shocked, but millions more were electrified when they saw themselves reflected in its story of five young employees of a New York publishing company. Almost sixty years later, *The Best of Everything* remains touchingly—and sometimes hilariously—true to the personal and professional struggles women face in the city. There's Ivy League Caroline, who dreams of graduating from the typing pool to an editor's office; naïve country girl April, who within months of hitting town reinvents herself as the woman every man wants on his arm; and Gregg, the free-spirited actress with a secret yearning for domesticity. Jaffe follows their adventures with intelligence, sympathy, and prose as sharp as a paper cut.

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