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Dole Queues and Demons: British Election Posters from the Conservative Party Archive (Paperback)

By Stuart Ball

The Bodleian Library, United Kingdom, 2012. Paperback. Condition: New. Language: English . Brand New Book. A unique blend of graphic design, bold art or photography and cunning psychology, election posters are an unsung art form, stretching back to the dawn of the twentieth century. Exploiting the Conservative Party Archive held at the Bodleian Library which contains over 700 posters, this book charts the evolution of the Conservatives election posters. Divided into chapters along political periods, the book highlights the changing fashions in and attitudes to advertising, political ideology, slogans, combativeness and above all, propriety. Each chapter includes a brief introduction discussing the major themes of the period as well as captions explaining specific issues related to the individual posters. Lavishly illustrated, Dole Queues to Demons gives a fascinating insight into the issues and strategies of the Conservative Party throughout the twentieth century, and up to the present day. A foreword by advertising guru Maurice Saatchi discusses the posters from a communication and design perspective. This book will fascinate anyone interested in social and political history and modern communications. Published at a time when the advent of new media threatens to herald the end of traditional forms of mass communication, this...



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