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Canada*

this book offers a comprehensive and engaging introduction to major writers genres and topics in canadian literature contributors pay attention to the social  
political and economic developments that have informed literary events broad surveys of fiction drama and poetry are complemented by chapters on aboriginal  
writing francophone writing autobiography literary criticism writing by women and the emergence of urban writing in a country traditionally defined by its  
regions also discussed are genres that have a special place in canadian literature such as nature writing exploration and travel writing and short fiction

from the 1920s until the outbreak of the second world war australia canada and new zealand filled british shop windows newspaper columns and cinema  
screens with british to the core canadian apples british to the backbone new zealand lamb and all british australian butter in remarkable yet forgotten  
advertising campaigns prime ministers touring cricketers lady demonstrators and even boxing kangaroos were pressed into service to sell more dominion  
produce to british shoppers but as they sold apples and butter these campaigns also sold a dominion styled british identity selling britishness explores the role

of commodity marketing in creating britishness dominion settlers considered themselves british and marketed their commodities accordingly meanwhile ambitious dominion advertising agencies set up shop in london to bring british goods like ovaltine back to the dominions and persuade their fellow citizens to buy british conventionally nationalist narratives have posited the growth of independent national identities during the interwar period though some have suggested imperial sentiment endured felicity barnes takes a new approach arguing that far from shaking off or relying on any lasting sense of britishness dominion marketing produced it selling britishness shows that when constructing britishness advertisers employed imperial hierarchies of race class and gender consumption worked to bolster colonialism and advertising extended imperial power into the everyday drawing on extensive new archives selling britishness explores a shared british identity constructed by marketers and advertisers during advertising s golden age

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