

Matthew P Mcallister

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11568478/publications.pdf>

Version: 2024-02-01

9
papers

127
citations

1307594

7
h-index

1372567

10
g-index

12
all docs

12
docs citations

12
times ranked

44
citing authors

| # | ARTICLE | IF | CITATIONS |
|---|---|-----|-----------|
| 1 | Super bowl advertising as commercial celebration. <i>Communication Review</i> , 1999, 3, 403-428. | 1.2 | 23 |
| 2 | Television News Plugola and the Last Episode of Seinfeld. <i>Journal of Communication</i> , 2002, 52, 383-401. | 3.7 | 22 |
| 3 | College bowl sponsorship and the increased commercialization of amateur sports. <i>Critical Studies in Media Communication</i> , 1998, 15, 357-381. | 0.5 | 20 |
| 4 | “GIRLS WITH A PASSION FOR FASHION” <i>Journal of Children and Media</i> , 2007, 1, 244-258. | 1.7 | 14 |
| 5 | Plugging Back Into The Matrix. <i>Journal of Communication Inquiry</i> , 2007, 31, 239-254. | 1.1 | 14 |
| 6 | Is Commercial Culture Popular Culture?: A Question for Popular Communication Scholars. <i>Popular Communication</i> , 2003, 1, 41-49. | 1.8 | 12 |
| 7 | But Wait, There's More!: Advertising, the Recession, and the Future of Commercial Culture. <i>Popular Communication</i> , 2010, 8, 189-193. | 1.8 | 4 |
| 8 | Class Shaming in Post-Recession U.S. Advertising. <i>Journal of Communication Inquiry</i> , 2017, 41, 140-156. | 1.1 | 3 |
| 9 | Fifty Years of Super Bowl Commercials, Thirty-Two Years of Spectacular Consumption. <i>International Journal of the History of Sport</i> , 2017, 34, 46-64. | 0.7 | 3 |