

Philip David Marshall

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2594931/publications.pdf>

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38
papers

1,160
citations

933447

10
h-index

794594

19
g-index

59
all docs

59
docs citations

59
times ranked

411
citing authors

#	ARTICLE	IF	CITATIONS
1	Honorary degrees for celebrities: Persona, Scandal, and the case of Bill Cosby. <i>Celebrity Studies</i> , 2021, 12, 102-118.	0.8	2
2	The commodified celebrity-self: industrialized agency and the contemporary attention economy. <i>Popular Communication</i> , 2021, 19, 164-177.	1.8	7
3	The Dual Strategic Persona: Emotional Connection, Algorithms and the Transformation of Contemporary Online Reviewers. , 2021, , 113-135.		3
4	Celebrity, Politics, and New Media: an Essay on the Implications of Pandemic Fame and Persona. <i>International Journal of Politics, Culture and Society</i> , 2020, 33, 89-104.	0.8	21
5	MUSIC AND PERSONA: AN INTRODUCTION. <i>Persona Studies</i> , 2019, 5, 1-16.	0.3	5
6	The Institutionalization of Branding and the Branding of the Self. , 2018, , 173-189.		1
7	The Meaning of Design and the Design of Meaning: The IKEA Experience. , 2018, , 107-127.		0
8	From Production to Consumption: The Rise of Patent Medicines. , 2018, , 11-29.		0
9	Advertising and Politics: Selling Presidents as Soap. , 2018, , 149-172.		0
10	Advertising and Social Action: Dove and Real Beauty. , 2018, , 191-210.		0
11	Building Consumer Culture: The Department Store and Mail Order Catalogue. , 2018, , 31-44.		0
12	Volkswagen and the Creative Revolution. , 2018, , 85-106.		0
13	Introduction: The Strange Cases of Advertising. , 2018, , 1-10.		0
14	Traditional and Ambient Advertising: Targeting Children through Cereal. , 2018, , 65-84.		0
15	The Prosumer in Consumer Culture: YouTube and Annoying Orange. , 2018, , 211-227.		0
16	Formation of the Advertising Industry: Camel Cigarettes and Marketing Controversial Products. , 2018, , 45-63.		0
17	Advertising and Promotional Culture. , 2018, , .		2
18	Productive consumption: agency, appropriation and value in the creative consuming of David Bowie. <i>Continuum</i> , 2017, 31, 564-573.	0.9	5

#	ARTICLE	IF	CITATIONS
19	Music/Image and the cusp-persona. , 2017, , 184-193.		2
20	Introduction: The Plurality of Publics. , 2016, , 1-13.		18
21	When the Private Becomes Public: Commodity Activism, Endorsement, and Making Meaning in a Privatised World. , 2016, , 229-245.		4
22	Political Persona 2016 - an Introduction. <i>Persona Studies</i> , 2016, 2, 1-18.	0.3	19
23	Real/reel politics and popular culture. <i>Celebrity Studies</i> , 2015, 6, 603-606.	0.8	3
24	Understanding the Emerging Contemporary Public Intellectual: Online Academic Persona and The Conversation. <i>Media International Australia</i> , 2015, 156, 123-132.	2.4	2
25	Situating Public Intellectuals. <i>Media International Australia</i> , 2015, 156, 69-78.	2.4	3
26	Persona as method: exploring celebrity and the public self through persona studies. <i>Celebrity Studies</i> , 2015, 6, 288-305.	0.8	68
27	Intercommunication and Persona: The Intercommunicative Public Self. <i>International Journal of Interdisciplinary Studies in Communication</i> , 2015, 10, 23-31.	0.1	13
28	Making Intellectual Room for Persona Studies: a New Consciousness and a Shifted Perspective. <i>Persona Studies</i> , 2015, 1, .	0.3	60
29	Persona studies: Mapping the proliferation of the public self. <i>Journalism</i> , 2014, 15, 153-170.	2.7	80
30	Persona to Persona Studies. <i>M/C Journal</i> , 2014, 17, .	0.6	13
31	Television's Construction of the Celebrity. , 2014, , 119-149.		2
32	The Embodiment of Affect in Political Culture. , 2014, , 203-240.		0
33	Personifying agency: The public's "persona" place issue continuum. <i>Celebrity Studies</i> , 2013, 4, 369-371.	0.8	16
34	The Specular Economy. <i>Society</i> , 2010, 47, 498-502.	1.2	16
35	The promotion and presentation of the self: celebrity as marker of presentational media. <i>Celebrity Studies</i> , 2010, 1, 35-48.	0.8	361
36	The Notorious as Cultural Signposts. <i>Biography</i> , 1999, 22, 273-280.	0.1	1

#	ARTICLE	IF	CITATIONS
37	Promotional Desires: Popular Media's Presence on the Internet. Media International Australia, 1998, 86, 63-76.	2.4	3
38	Studying weChat official accounts with novel "backend-in"™ and "traceback"™ methods: Walking through platforms back-to-front and past-to-present. Media International Australia, 0, , 1329878X2210880.	2.4	3