



# Mass Moralizing: Marketing and Moral Storytelling

*Phil Hopkins*

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*Mass Moralizing: Marketing and Moral Storytelling* examines the narratives of today's brand marketing, which largely focuses on creating an emotional attachment to a brand rather than directly promoting a product's qualities or features. Phil Hopkins explores these narratives' influence on how we think about ourselves and our moral possibilities, our cultural ideas about morality, and our relations to each other. He closely studies the relationship between three interrelated dynamics: the power of narrative in the construction of identity and world, the truth-telling pretenses of mass marketing, and the growth of moralizing as the primary moral discourse practice in contemporary consumer culture. *Mass Moralizing* scrutinizes the way marketing speaks to us in explicitly moralistic terms, significantly influencing how we think about ourselves and our moral possibilities.



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