

DESCRIPTION

Daniel Robinson:

"Health Marketing, Canadian Big Tobacco, and Ethical Quandary"

Daniel Robinson is an Associate Professor in the Faculty of Information and Media Studies at Western University, where he teaches courses on advertising, marketing, and media history.

His main areas of research involve historical advertising, communication history, opinion polling, and tobacco promotion. He is the author of *The Measure of Democracy: Polling, Market Research, and Public Life, 1930-1945* (University of Toronto Press, 1999). He has edited or co-edited, *Communicating in Canada's Past: Essays in Media History* (University of Toronto Press, 2009) and *Communication History in Canada*, (Oxford University Press, 2009). His articles have appeared in such journals as: *Canadian Historical Review*, *Enterprise & Society*, *American Journal of Public Health*, *Canadian Journal of Communication*, and *Journal of the Canadian Historical Association*.

His current book project ("*Cigarette Nation: Marketing, Health, and Canadian Smokers, 1930-1972*") examines the rise and consolidation of cigarette use in Canada, asking why high rates of smoking persisted for decades after its serious health consequences were first realized and publicized in the early 1950s.

DATE AND TIME

Mon, 25 September 2017
3:00 PM – 4:30 PM EDT
[Add to Calendar](#)

LOCATION

Ted Rogers School of
Management
575 Bay Street
Room: TRS 3-129
Toronto, ON M5G 2C5