

"Hold the future in your hand": Advertising radios, televisions and record players in Luxembourg, Germany and France in the 1960s

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In a programme produced by the ORTF in 1964 entitled *Le Magazine féminin* (Ina Archive), a woman demonstrates a piece of furniture in which a television set, a radio set and a record player can be housed and concealed. These three cultural and media goods became increasingly widespread in households at different rates in the 1960s, with the radio often being the predecessor of the television set. In an effort to examine the advertising of these three media devices in three European countries, the aesthetics, representations and the imaginary images are of interest, as well as the place they occupy in TV commercials, in the general press, but also in magazines for women or teenagers and young adults. The advertising reflects the technical development of these devices, but also the efforts made to purchase them. This history, along with its diffusion in households and consumption, which makes it possible to analyse the market gradually undergoing segmentation and the imaginary of advertising, also brings an undeniable cultural-historical dimension, by examining, for example, the emergence of a market for young people or representations and gender-specific messages. The comparison between three countries will make it possible to link consumer markets, communication between device manufacturers and local suppliers, the role of the media and national developments, shedding light on different dimensions - local, national and European. From a methodological point of view, the project will contrast the approaches of *Close Reading* and *Distant Reading* and encourage economic, media and cultural comparisons.