

Social Communication in Advertising



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This new edition of *Social Communication in Advertising* updates the most comprehensive historical study of advertising and its function within contemporary society. This classic text traces advertising's influence within three key social domains: the new commodities industry, popular culture, and the mass media that manages the constellation of images that unifies all three.

The third edition includes:

- discussion of new issues such as the Internet and globalization.
- updated and expanded examples and illustrations.
- arguments revised throughout to take into account recent developments in advertising scholarship and new trends in advertising.

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