

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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