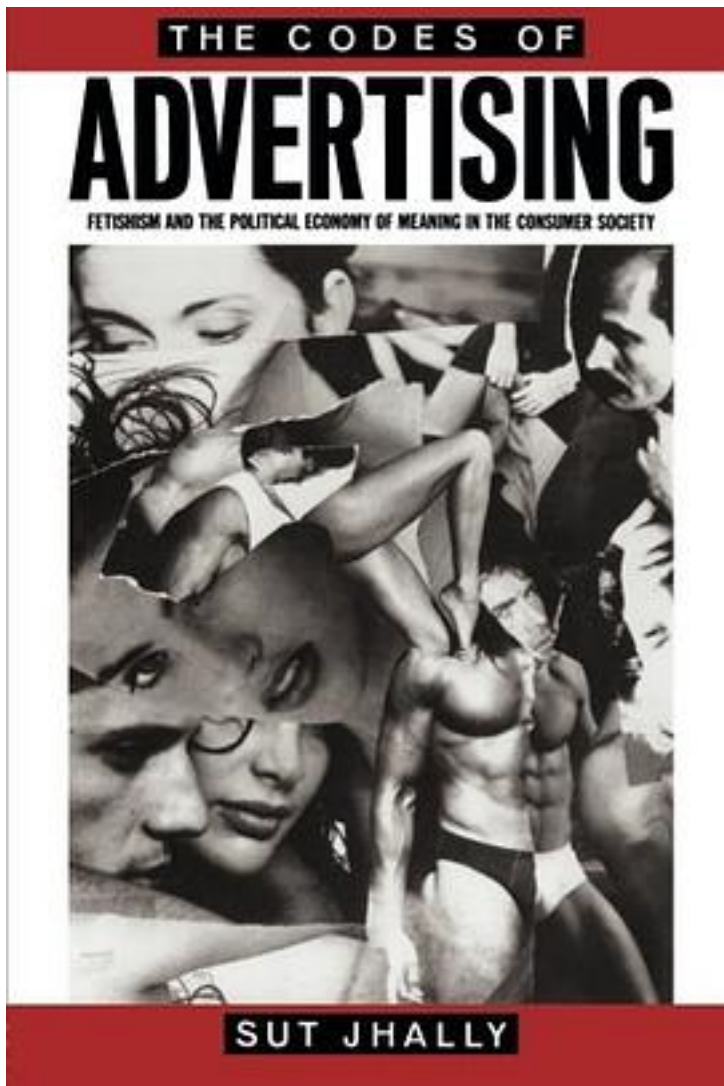


The Codes of Advertising



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著者:Sut Jhally

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This book examines the commercial speech of advertising as a cultural phenomenon whose social significance far exceeds its economic influence. Jhally argues that by selling viewing time to advertisers, television converts audiences into laborers who "work" for the media in the same way that workers do in a factory. By watching commercial messages on TV, viewers actively create symbolic meaning, but also generate profit for the media in return for the wage of entertainment.

作者介绍:

目录:

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标签

广告

political

of

meaning

fetishism,

economy

communication

P.E

评论

简言之，市场经济体制下的电视节目只是勾引你坐在电视前为电视台免费打工的鱼饵，

从商业逻辑上讲，它根本不需要美味和优质。反而是广告越做越好看，因为商品不仅要勾引你，还要上你。

Discourse of Advertising in consumer society

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书评

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