

Advertising in Modern and Postmodern Times

Pamela Odih



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'Extremely good! Well presented, each chapter deals with a specific and well defined theme. Effective use of illustrative examples is made throughout the text and their purpose is clearly explained by the author' - Andy Bennett, Professor of Communication and Popular Culture, Brock University. How does advertising position itself in consumer culture? In what ways does it 'create' desire and wants? This richly illustrated, incisive text produces the most complete critical introduction to advertising culture. "Advertising in Modern and Postmodern Times" offers: a sophisticated and comprehensive discussion of the main relevant theories; an extensive discussion of how real adverts work, together with reproductions of advertising images and copy; a demonstration on how advertising constructs subjects; a highly instructive historical overview of advertising; and, a demonstration of the relationship between advertising and industrial capitalism.

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目录:

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