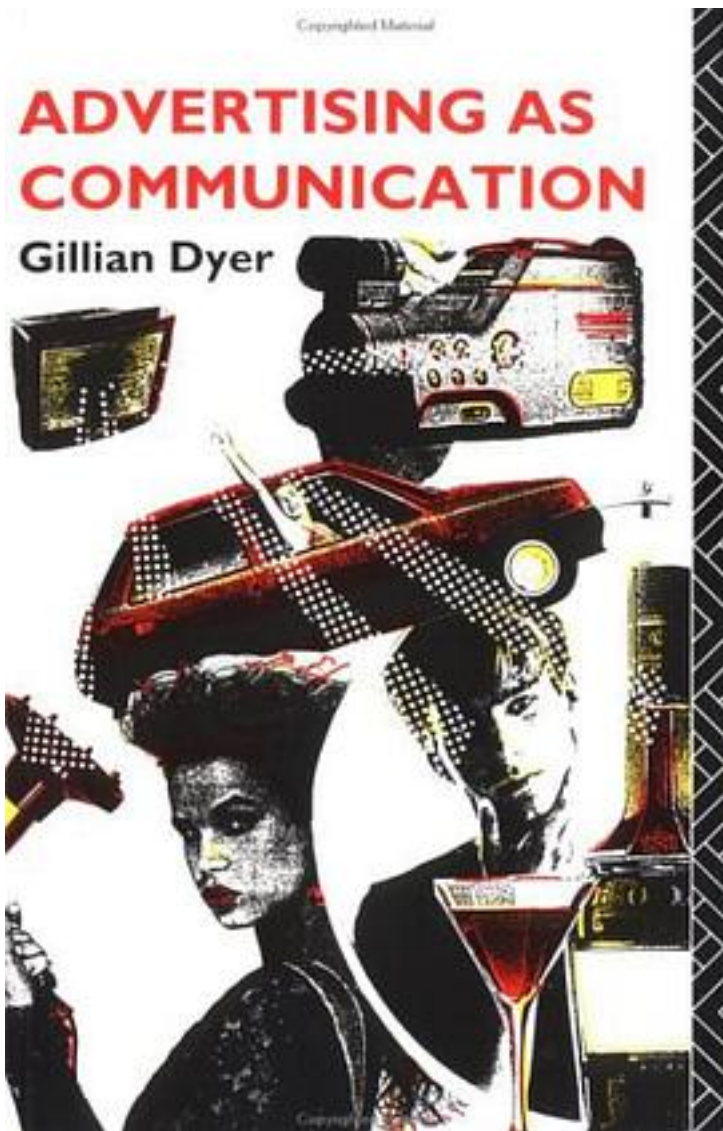


Advertising as Communication (Studies in Culture and Communication)



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著者:Gillian Dyer

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Advertising is a form of communication that constantly impinges on our daily lives, yet we are often unaware of its more subtle form of persuasion, or of the extent to which it manipulates our (consumer) culture. This book sets out to examine advertising as a form of communication in contemporary society and also places it in its wider cultural and economic context.

作者介绍:

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