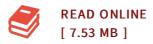




Decoding Advertisments

By Judith Williamson

Marion Boyars Publishers. Paperback. Book Condition: New. Paperback. 180 pages. Dimensions: 8.5in. x 7.1in. x 0.4in.A fascinating account of how the admen achieve their effects. Stuart HoodThis book sets out not simply to criticize advertisements on the grounds of dishonesty and exploitation, but to examine in detail, through over a hundred illustrations, their undoubted attractiveness and appeal. The overt economic function of this appeal is to make us buy things. Its ideological function, however, is to involve us as individuals in perpetuating the ideas which endorse the economic basis of our society. If it is economic conditions which make ideology necessary, it is ideology which makes those conditions seem necessary. If society is to be changed, this vicious circle of necessity and ideas must be broken. Decoding Advertisements is an attempt to undo one link in the chain which we ourselves help to forge, in our acceptance not only of the images and values of advertising, but of the transparent forms and structures in which they are embodied. It provides not an answer, but a set of tools which we can use to alter our own perceptions of one of societys subtlest and most complex forms of propaganda. Other books...



Reviews

An exceptional publication as well as the font applied was intriguing to learn. It usually does not charge an excessive amount of. Its been designed in an exceedingly basic way and it is just after i finished reading through this book through which in fact altered me, modify the way in my opinion.

-- Haylee Hackett

It in a of the best ebook. It generally is not going to expense excessive. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Ara Williamson

Other eBooks



Dont Line Their Pockets With Gold Line Your Own A Small How To Book on Living Large

Madelyn D R Books. Paperback. Book Condition: New. Paperback. 106 pages. Dimensions: 9.0in. x 6.0in. x 0.3in. This book is about my cousin, Billy a guy who taught me a lot over the years and who can teach you a lot. Everyone who...



Molly on the Shore, BFMS 1 Study score

Petrucci Library Press. Paperback. Book Condition: New. Paperback. 26 pages. Dimensions: 9.7in. x 6.9in. x 0.3in.Percy Grainger, like his contemporary Bela Bartok, was intensely interested in folk music and became a member of the English Folk-Song Society soon after his arrival in...



DK Readers Day at Greenhill Farm Level 1 Beginning to Read

DK CHILDREN. Paperback. Book Condition: New. Paperback. 32 pages. Dimensions: 8.8in. x 5.7in. x 0.2in.This Level 1 book is appropriate for children who are just beginning to read. When the rooster crows, Greenhill Farm springs to life. Join the ducklings, cows, and...



Harts Desire Book 2.5 La Fleur de Love

Cajunflair Publishing. Paperback. Book Condition: New. Paperback. 112 pages. Dimensions: 8.0in. x 5.0in. x 0.3in.Its late 1974, and high school student, Melinda Dawson is in serious trouble. Within two hours of revealing her suspected pregnancy to her parents, shes whisked off against...



Too Old for Motor Racing: A Short Story in Case I Didnt Live Long Enough to Finish Writing a Longer One

Balboa Press. Paperback. Book Condition: New. Paperback. 106 pages. Dimensions: 9.0in. x 6.0in. x 0.3in.We all have dreams of what we want to do and who we want to become. Many of us eventually decide it is too late; we have missed...



Summer Fit Preschool to Kindergarten Math, Reading, Writing, Language Arts Fitness, Nutrition and Values

Summer Fit Learning. Paperback. Book Condition: New. Paperback. 160 pages. Dimensions: 10.6in. x 8.3in. x 0.5in.Summer Fit Activity Books move summer learning beyond academics to also prepare children physically and socially for the grade ahead. Academic exercises are based on Common Core...