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Nota di contenuto	Book Cover; Title; Contents; Plates; Series editors' preface; Acknowledgements; Introduction; 1 The individual, the citizen and the consumer; 2 Advertising knowledges; 3 Advertising, texts and textual strategies; 4 Branding vision; 5 Female visions; 6 Visual epistemologies and new consumer rights; Appendix; Notes; Bibliography; Index
Sommario/riassunto	Using a variety of print advertisements, this exciting and provocative study explores how the consumer is created by advertisements in terms of: * Sex* Class* Race. It also explores the figure of the citizen and how this identity is produced by contemporary political discourses. Advertising and Consumer Citizenship will be essential reading for all those interested in the study of consumption, citizenship and gender.

