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Nota di contenuto	Cover; Contents; Series Editor's Preface; Preface; Introduction; 1 Totemic Desires; 2 Worshiping a Totem: Emile Durkheim's Theories of Religion; 3 Locating Religious Dimensions in the History of Advertising; 4 The Religious Dimensions of Advertising in the Culture of Consumer Capitalism; 5 Refusing to be an Advertisement: Enacting Disruptive Performative Identities against the Religious Dimensions of Advertising; Notes; Bibliography; Index
Sommario/riassunto	This groundbreaking work explores media scholar Sut Jhally's thesis that advertising functions as a religion in late capitalism and relates this to critical theological studies. Sheffield argues that advertising is not itself a religion, but that it contains religious dimensions - analogous to Durkheim's description of objects as totems.