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| Altri autori (Persone) | MancaLuigi (Luigi Daniele) MancaAlessandra PieperGail W |
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Espanol; Advertising, Neoliberalism, and the Financial Collapse of 2008; Living in Worlds We'd Like to Live In: Capitalist Utopias in an Age of Counterfactuality; The Four Women of the Apocalypse: Utopia or Dystopia?; Index; About the Contributors

Sommario/riassunto

Utopian Images and Narratives in Advertising: Dreams for Sale, edited by Luigi Manca, Alessandra Manca, and Gail W. Pieper, is a collection of essays which examine narratives created on the advertising page, with special focus on gender images. Through a cross-disciplinary investigation, this collection offers a varied analysis of advertising and mass media which are important for students and scholars alike.
