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Sommario/riassunto	The consequences of advertising on the social life of the community has been a much-discussed topic in recent years. Advertising as a means of influencing the thought and behaviour of masses of people involves the application of such fundamental aspects of psychology as attention, motivation, memory, association, suggestion, volition, and so on. Modern advertising presents its message in a variety of forms: attracting, informing, reminding, suggesting and impelling us many times during the course of any single day. To what extent advertising influences our tastes, preferences and purc