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Nota di bibliografia	Includes bibliographical references (p. [175]-190) and index.
Nota di contenuto	Front matter -- Chapter I Advertising as social discourse -- Chapter II Creating recognizability for the product -- Chapter III Creating textuality -- Chapter IV Advertising and culture -- Appendix: Exercises for classroom or personal study use -- Glossary of technical terms -- Works cited and general bibliography -- Index
Sommario/riassunto	Using both verbal and nonverbal techniques to make its messages as persuasive as possible, advertising has become an integral component of modern-day social discourse designed to influence attitudes and lifestyle behaviors by covertly suggesting how we can best satisfy our innermost urges and aspirations through consumption. This book looks at the categories of this form of discourse from the standpoint of semiotic analysis. It deals with the signifying processes that underlie advertising messages in print, electronic, and digital form.