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Nota di contenuto	Cover -- Contents -- Acknowledgements -- Introduction -- Chapter 1. The World of Advertising -- Chapter 2. The Illusion Industry: Advertising on Television -- Chapter 3. Making Sense of Advertisements: Reading Ads Theoretically -- Chapter 4. Localization: Issues in Cultural Transmission -- Chapter 5. 'Culturalizing' Advertisements: Relocating the Ad Message -- Chapter 6. The Visual- linguistic "Relay": Interpreting Advertisement Signs -- Chapter 7. The New Media: A Study of the Mobile Online Advertising -- Chapter 8. The Social Media: Localization and Global Communication -- Chapter 9. 'Ad' apting to Markets: Means to the Consumer's Heart and Purse -- Bibliography -- Index -- About the Author.
Sommario/riassunto	Looks at what goes into localization of advertisements in Indian languages. Discusses the process of localization of advertisements (ads) in different Indian languages and its socio-cultural implications. While doing so, it provides insights into the ideologies and cultural values of contemporary societies as they have a powerful influence not

only on consumers' product choices but also on their motivations and lifestyles. The local market is approached in regional languages to woo consumers and increase sales, the various ways in which localization is achieved, and the visual as well as linguistic 'translation' that 'localized' ads involve.--
