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Sommario/riassunto	This work explains the politics of the patterns of the advertisements printed in the newspapers published in Bengal between 1947 and 1970, and the sociology of the encounter of the Bengali middleclass with these. Many of the cited advertisements were meant for the entire country but regional particularities were pronounced during the period under review, and the bhadralok consciously maintained a unique constructed identity that dates back to the colonial epoch. Therefore, their encounter with these advertisements too had regional peculiarities. The advertising texts of this period frequently