



Advertising: A Cultural Economy (Culture, Representation and Identity series)

Liz McFall

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Advertising is often used to illustrate popular and academic debates about cultural and economic life. This book reviews cultural and sociological approaches to advertising and, using historical evidence, demonstrates that a rethink of the analysis of advertising is long overdue.

Liz McFall surveys dominant and problematic tendencies within the current discourse. This book offers a thorough review of the literature and also introduces fresh empirical evidence.

Advertising: A Cultural Economy uses a historical study of advertising to regain a sense of how it has been patterned, not by the 'epoch', but by the interaction of institutional, organisational and technological forces.



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