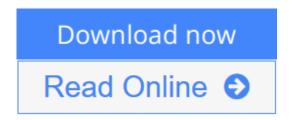


Social Communication in Advertising: Persons, Products, & Images of Well-Being

By William Leiss, Stephen Kline, Sut Jhally



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Now available in a significantly updated third edition to address new issues such as the Internet and globalization, *Social Communication in Advertising* remains the most comprehensive historical study of advertising and its function within contemporary society. It traces advertising's influence within three key social domains: the new commodities industry, popular culture, and the mass media that manages the constellation of images that unifies all three.

The third edition includes:

- * discussion of new technologies and issues, from the Internet to globalization
- * updated and expanded examples and illustrations
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About the Author

William Leiss is Professor of Policy Studies at Queen's University.

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