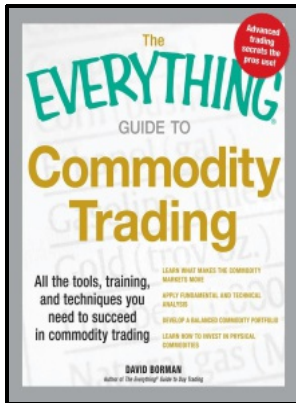


# Advertising myths - the strange half-lives of images and commodities

Routledge - Truth in advertising: Rationalizing ads and knowing consumers in the early twentieth

Description: -



-  
 Rock musicians -- United States -- Biography  
 Linkin Park (Musical group)  
 Insurance, Nuclear hazards -- Law and legislation -- United States  
 Liability for nuclear damages -- United States  
 Bibliography of bibliographies  
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 Consumer behavior.  
 Advertising -- Social aspects. Advertising myths - the strange half-lives of images and commodities

-  
 International library of sociology Advertising myths - the strange half-lives of images and commodities  
 Notes: Includes bibliographical references and index.  
 This edition was published in 2004



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## Gender advertisement

Mass media's use of such unrealistic models sends an implicit message that in order for a man to be considered beautiful, he must be unhealthy. Expressing the value of each individual commodity, the universal mediator binds them together.

## The Image: or What Happened to the American Dream, by Daniel J. Boorstin

Report of the committee on recent economic changes of the President's Conference on Unemployment. In this way, the class gains both definition and self-recognition.

## Advertising Myths

Researchers, such as Mary Martin and James Gentry, have found that teen advertising negatively impacts teenagers' by setting unrealistic expectations for them about their physical appearances through the use of idealized models. The money form differs from the general form only in so far as the universal equivalent has become fixed by social custom into some one commodity. It did not matter greatly whether individuals received basic goods via the market, or through some non-market institution.

## Review: What Money Can't Buy by Michael Sandel

The Sociological Quarterly, 38 4 , 536—565.

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