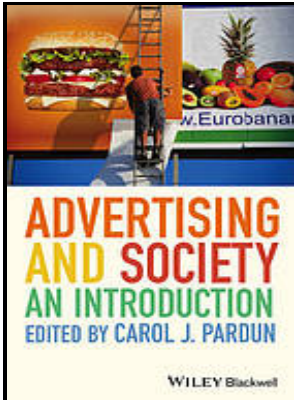


Advertising, the uneasy persuasion - its dubious impact on American society

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Description: -

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Advertising -- United States -- History. Advertising, the uneasy persuasion - its dubious impact on American society
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Notes: Includes bibliographical references and index.

This edition was published in 1986



Filesize: 12.25 MB

Tags: #Schudson, #Michael #[WorldCat #Identities]

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But this reflection is a magic mirror: one that you can look into and see not you as you are, but a better self. Berkeley: University of California, 1985. It can be done by putting the problems and prospects of journalism in historical and comparative perspective and recognizing that political institutions shape news as much as news shapes political attitudes and institutions.

How do TV commercials influence American culture?

Schudson argues that Watergate was both a Constitutional crisis triggered by presidential wrongdoing and a scandal in which investigators pursued multiple, and sometimes veiled, objectives. Is it the faith of a secular society? Does advertising hold its true limitation to the consumer and the product or do the benefits of advertising blind the failing of a product till it is bought and too late? Advertising is not nearly as powerful as its various critics contend, Schudson maintains; but neither is it impotent or innocuous, as its defenders claim. Advertising, the Uneasy Persuasion is a clear-eyed account of advertising as both business and social institution.

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