



# Advertisement reading. The hidden message in marketing

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GRIN Verlag GmbH Okt 2014, 2014. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2011 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 1,0, University of California, Berkeley, course: Advertising America, language: English, abstract: This work looks at advertisements and how to read, analyse and interpret them. Similar to the analysis in art and the interpretation of paintings, this work analyses and interprets one specific ad into depth. The analysis is conducted on a theoretical background and then interpreted by the author. This work also shows on how to interpret different angles and details of advertisements. 8 pp. Englisch.



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