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Advertising The Uneasy Persuasion Rle

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Advertising, The Uneasy Persuasion: Its Dubious Impact On American Society. A examination of advertising in America, as a business and as a social institution, finds much lacking in the business's importance and effectiveness and much that is problematic in advertising's social impact.

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Advertising is not nearly as powerful as its various critics contend, Schudson maintains; but neither is it impotent or innocuous, as its defenders claim. That provocative thesis, closely and methodically argued, further establishes Schudson—author of *Discovering the News* (1978), now at UCal, San Diego—as an uncommonly interesting, undocinaire sociologist of communications.

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Academic discourses usually position advertising as a tool of the capitalist regime to legitimise and reinforce its socio-political arrangements. Advertising does this by presenting consumption as an answer to all material and social needs. Fetishism of commodities infuses objects with powers objects cannot possess and "capitalist realism" presents an idyllic view of the world that...

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Research has shown that looks matter outside of advertising as well. In various studies, attractive men and women, when compared to those who were considered to be less attractive, were judged to be happier, smarter, friendlier, and more likable. They were also considered likely to have better jobs, be better marital partners, or to get more dates.

Rules of Persuasion - The Rule of Connectivity ...

wrote "Advertising the Uneasy Persuasion" model #1- Advertising = Market Power. makes consumers less price sensitive advertising is persuasive advertising effect consumer tastes has a barrier to entry in the market less incentive for innovation prices go up, quality stagnates

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Advertising, The Uneasy Persuasion Its Dubious Impact on American Society 1st Edition. Michael Schudson November 26, 2015. What does advertising do? Is it the faith of a secular society? If so, why does it inspire so little devotion? Advertising, the Uneasy Persuasion is a clear-eyed account of advertising as both business and social institution.

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minor lapses aside, Advertising, the Uneasy Persuasion is a forceful plea for multidimensional analysis of the forces that bring about advertising and its results, for good or ill.

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