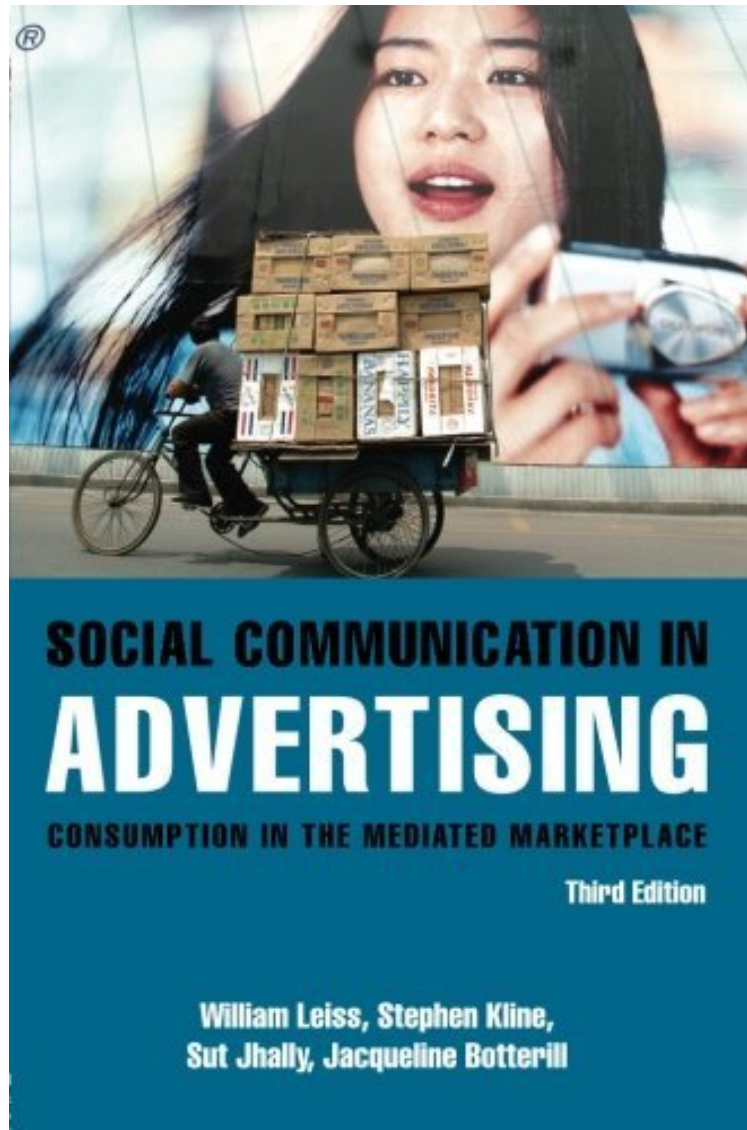


Social Communication in Advertising: Consumption in the Mediated Marketplace

William Leiss, Stephen Kline, Sut Jhally, Jackie Botterill
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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 * revisions throughout to address recent developments in advertising scholarship and the latest trends in advertising practice