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Advertising, The Uneasy Persuasion (RLE Advertising): Its Dubious Impact on American Society Michael Schudson
Routledge , Jun 26, 2013 - Business & Economics - 336 pages

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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.

**Advertising, The Uneasy Persuasion: Its Dubious Impact
On ...**

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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, undoctinaire 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

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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

ADV 475 Exam 1 Flashcards | Quizlet

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American Society 1st Edition. Michael Schudson November 26,
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Routledge Library Editions: Advertising

Advertising, the Uneasy Persuasion : Its Dubious Impact on American Society by Michael Schudson (1986, Trade Paperback)
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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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