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In Ads, Fads, & Consumer Culture, Arthur Berger offers and explains several approaches to analyzing print advertisements and television commercials. When examining and interpreting a "text" (term Berger often uses when referring to forms of advertising), it is important to keep in mind that each and every aspect is significant and can reveal or draw attention to various matters prevalent in societies of the past and the present (Berger, 137).

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Ads, Fads, and Consumer Culture: Advertising's Impact on American Character and Society. September 28, 2003, Rowman & Littlefield Publishers, Inc. Hardcover in English - 2nd edition. zzzz.

~~Ads, fads, and consumer culture (2004 edition) | Open Library~~

Document 1 of 1 Ads, Fads, and Consumer Culture: Advertising's Impact on American Character and Society
Gottschalk, Simon . Contemporary Sociology ; Washington Vol. 31, Iss. 3, (May 2002): 302-303.

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Moreover, Hiding in the Light (1994), by D. Hebdige, proposed that conspicuous consumption is a form of

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displaying a personal identity, and a consequent function of advertising, as proposed in *Ads, Fads, and Consumer Culture* (2000), by A. A. Berger.

~~Conspicuous consumption — Wikipedia~~

Ads, Fads, and Consumer Culture provides an accessible overview of advertising in the United States, spanning issues as diverse as sexuality, politics, market research, consumer culture, and more; helping readers understand the role that advertising has played, and continues to play, in all our lives.

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Ads, Fads, and Consumer Culture—now in its fifth edition—draws on both academic and applied perspectives to offer a lively critique of contemporary advertising and its effects on American society. "synopsis" may belong to another edition of this title. Buy New Learn more about this copy US\$ 28.38

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Summary: "Now in its third edition, the popular *Ads, Fads, and Consumer Culture* is a cultural studies critique of contemporary advertising and its impacts on American society. Arthur Asa Berger looks at marketing strategies, sex and advertising, consumer culture, political advertising, and communication theory and process to give an accessible overview of advertising in America.

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