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The history of advertising can be traced to ancient civilizations. It became a major force in capitalist economies in the mid-19th century,

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based primarily on newspapers and magazines. In the 20th century, advertising grew rapidly with new technologies such as direct mail, radio, television, the internet and mobile devices.

Advertising - Wikipedia

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History of advertising - Wikipedia
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over the message.

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advertising. n. 1. The activity of
attracting public attention to a
product or business, as by paid
announcements in the print, ...

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Contemporary Advertising: Arens,
William, Weigold, Michael ...
Rutherford spends some time talking
about activists such as the Vancouver-
based Adbusters, practices such as
"culture jamming" and graffiti, and
artists such as the celebrated
American feminist Barbara Kruger
whose work operates in part through
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advertising. In the last analysis, however, Rutherford does not think such activist and artistic strategies are terribly ...

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Advertisement Any communication designed to raise awareness and produce a desired effect. An advertisement may occur through any medium, be that print, broadcast, imagery, or even word of mouth. Many advertisements are basic; for example, there may be a radio announcement to "buy X." Others are more complex, encouraging purchase by stating a product has ...

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research, on her own study of contemporary advertising and articles in women's magazines, and on interviews that she conducted with 50 individuals, Illouz shows how the political economy of romance has shaped the experience of romantic love for working- and middle-class women and men in the 1990s.

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