



# Social Communication in Advertising: Consumption in the Mediated Marketplace

By William Leiss, Stephen Kline, Sut Jhally, Jackie Botterill

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### The third edition includes:

- \* discussion of new technologies and issues, from the Internet to globalization
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- \* revisions throughout to address recent developments in advertising scholarship and the latest trends in advertising practice

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#### Review

"A well thought out and academically robust analysis of advertising as social communication, the most comprehensive synthesis of the smarter writings on advertising to be found, and a great resource book." -- **Thomas C. O'Guinn**, University of Illinois

"The third edition of this classic text offers a magisterial review of the evolving relationship between advertising and society, and a wealth of insights into the relationship between contemporary advertisements, their creators, and consumers." -- **Stephanie O'Donohoe**, University of Edinburgh, Scotland

"Both a magisterial survey and a pioneering study in its own right, the third edition of *Social Communication in Advertising* brings the story of advertising and its communicative strategies right up to the present. With a range and depth rare in the field, it is essential reading for those interested in critically understanding this most powerful of contemporary cultural institutions." -- **Andrew Wernick**, Trent University

"*Social Communication in Advertising* is a stimulating, wide-ranging analysis of a key crossroads where culture and commerce meet." -- **Joseph Turow**, University of Pennsylvania

"A solid text to offer in an introductory graduate course or an advanced undergraduate seminar on the social influence of advertising."--**Ivy Glennon**, University of Illinois at Urbana-Champaign

#### About the Author

**William Leiss** is Professor of Policy Studies at Queen's University.

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**Sut Jhally** is Professor of Communications at the University of Massachusetts, Amherst and founder and executive director of The Media Education Foundation.

**Jacqueline Botterill** is a Lecturer at the University of East London.

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