

The study of advertising and its treatment of utopian appeal enhance our understanding of consumer culture. By looking into the advertising page, we also look into consumers'™ desires and the process by which these desires are reshaped and rechanneled through images and narratives created solely for the purpose of making a sale. *Utopian Images and Narratives in Advertising: Dreams for Sale*, edited by Luigi Manca, Alessandra Manca, and Gail W. Pieper, is a collection of essays which gather a host of academicians from a wide variety of disciplines including sociology, psychology, literature, fine arts, history, religious studies, communication, and media studies. Through their expansive disciplinary expertise, the contributors bring unique insights to the analysis of the advertising page. The collection's™ cross-disciplinary investigation also examines gender images and narratives which, in the advertising page, are frequently associated with utopian fantasies. The analyses offered in *Utopian Images and Narratives in Advertising* will appeal to any scholar or student engaged in mass media, communication, and the effect of advertising and consumerism on individuals and cultures.

Slow Down, Sidney!, Social Capital in Deprived Neighborhoods, Essai Philologique Sur Les Commencements de La Typographie a Metz... (Ed.1828) (Generalites) (French Edition), An Extra-Ordinary Beginning: The Adventures of Eric and Ursula (Volume 1), Lake News, The Stretton Street Affair, Managing Human Resources, Treatise on geometry and trigonometry; for colleges, schools and private students. Written for the mathematical course of Joseph Ray, M.D.,

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Advertising, utopia and history: from ironic play to commemoration .. related to the setting of these narratives; (c) the contextualisation of the utopian images .. by inspiring their dreams, by guiding their actions and prompting their reactions.

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