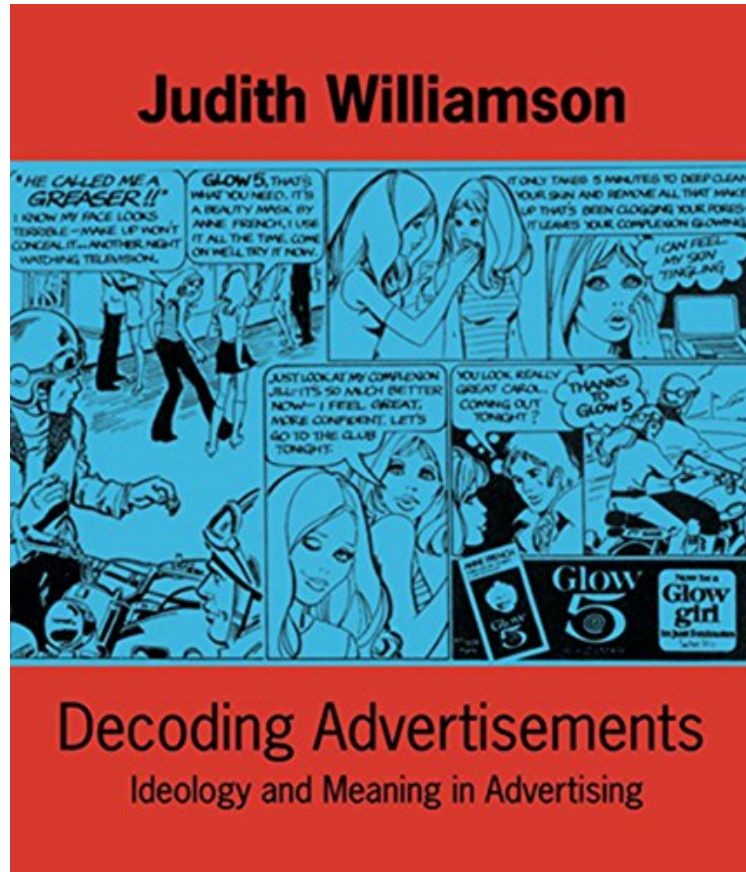


Decoding Advertisements

Judith Williamson

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Judith Williamson : Decoding Advertisements before purchasing it in order to gauge whether or not it would be worth my time, and all praised Decoding Advertisements:

0 of 0 people found the following review helpful. worse yet, the ads shown are from the original ...By CustomerJudith is clearly very knowledgeable. I was desperately looking for books that helped me understand what advertising is doing to us, and how. I thought this book would help but it absolutely did not. It wanders off into a lot of esoteric philosophy, and, worse yet, the ads shown are from the original publication date, 1979!...and they are in black and white but she describes them as their original state, which was in color. Very confusing and exhausting to struggle with. She is a very bright lady, though, and I'm sure has imparted a great deal of knowledge and insight over the years.35 of 37 people found the following review helpful. A powerful book.By A CustomerI don't ever write reviews or do this sort of thing, but since this book is seemingly so marginalized in this online store, I felt it important to say: I was never the same after this book. I don't look at myself or at anything in the same way. I can scarcely even put it all into words. You simply must read this book. With every passing day, the world is more awash in nonsense. Nothing can cut through it but at least this book can help you to look at it (the nonsense) in a new way.0 of 1 people found the following review helpful. Adequate for my needs but not great qualityBy H. M. MCCALLArrived quickly but with completely different cover art, foxed edges, and a previous owner's handwritten (and occasionally misspelled, IIRC)

commentary and highlighter marks on nearly every page. It will be readable, but not really great quality. I think the seller chose correctly when grading it as merely Fair to Good. As far as content, I ordered several books from at the same time and will probably read this one last because it is so marked-up as to be distracting. It is a frequently recommended book on the subject, however, so I doubt I will be unhappy with the content.

Judith Williamson does not simply criticize advertisements on the grounds of dishonesty and exploitation, but examines in detail, through over a hundred illustrations, their undoubted attractiveness and appeal. The overt economic function of this appeal is to make us buy things. Its ideological function is to involve us as 'individuals' in perpetuating the ideas which endorse the economic basis of our society. If economic conditions are the ones that make ideology necessary, it is ideology which makes those conditions seem necessary. In order to change society, the vicious circle of 'necessity' and ideas must be broken. *Decoding Advertisements* is an attempt to forge, in our acceptance not only of the images and values of advertising, but of the 'transparent' forms and structures in which they are embodied. It provides a 'set of tools' which we can use to alter our own perceptions of one society's subtlest and most complex forms of propaganda.