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“Capitalist Realism” in Africa: Realities and Myths in Advertising

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About the eBook

“Capitalist Realism” in Africa: Realities and Myths in Advertising is a multifaceted analysis of the role of advertising in the national development of Nigeria, and by extension, other African Nations. The book examines the unique political, cultural and religious systems that create the context for advertising in African countries and describes the unique historical, social, economic, communication and political context within which the practice of advertising takes place.

Contents

- ▶ Communication, Culture and Consumption
- ▶ Nigerian Historical and Mass Media Heritages
- ▶ Advertising and Culture: A Tenuous Link
- ▶ Semiotics and Advertising: A Conceptual Discourse
- ▶ Advertising Symbols as “Pictures in Our Heads”
- ▶ Promises and Challenges

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