



Advertising and Consumer Citizenship: Gender, Images and Rights (Transformations)

Anne M. Cronin

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Using a variety of print advertisements, this exciting and provocative study explores how the consumer is created by advertisements in terms of:

- * Sex
- * Class
- * Race.

It also explores the figure of the citizen and how this identity is produced by contemporary political discourses. *Advertising and Consumer Citizenship* will be essential reading for all those interested in the study of consumption, citizenship and gender.



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