



The Objects of Affection: Semiotics and Consumer Culture (Semiotics and Popular Culture)

A. Berger

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The Objects of Affection: Semiotics and Consumer Culture (Semiotics and Popular Culture) A. Berger In this book, pre-eminent semiotician Arthur Asa Berger decodes the meanings of common objects of consumption and their perceived 'sacredness' in consumerist cultures. Using semiotic theory, consumer culture is dissected in new and fascinating ways.



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