

Hiperpublicidade

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Clotilde Perez

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hiperpublicidade 2 mantém o princípio do primeiro volume de ser uma obra abrangente didática e atual escrita pelos professores da escola de comunicações e artes da usp e de outras importantes escolas de comunicação do país neste segundo livro os autores se concentram na atividade publicitária no planejamento e na pesquisa nos processos de criação no tratamento da imagem nos novos formatos publicitários na fotografia e na produção audiovisual passando pela hipermídia e pelas comunidades virtuais

dividida em dois volumes esta é uma obra abrangente didática e atual que contempla diversos aspectos da comunicação social e tem como objetivo ser uma leitura de referência aos alunos de graduação os autores são professores e pesquisadores da escola de comunicações e artes da usp e de outras importantes escolas de comunicação do país com uma abordagem contemporânea e interdisciplinar são discutidos diversos temas desde a história da publicidade brasileira até as contribuições da antropologia e da psicanálise para o entendimento das relações de consumo

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