

Decoding advertisements: Ideology and meaning in advertising

Creative Arts

Decoding advertisements: ideology and meaning in advertising.

Williamson, Judith (1978) *Decoding advertisements: ideology and meaning in advertising*. Marion Boyers, London, UK. ISBN 0714526150

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Creators: [Williamson, Judith](#)

Description/Abstract: This book sets out not simply to criticize advertisements on the grounds of dishonesty and exploitation, but to examine 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, however, is to involve us as 'individuals' in perpetuating the ideas which endorse the economic basis of our society. If it is economic conditions which make ideology necessary, it is ideology which makes those conditions seem necessary. If society is to be changed, this vicious circle of 'necessity' and ideas must be broken. *Decoding Advertisements* is an attempt to undo one link in the chain which we ourselves help 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 not an 'answer', but a 'set of tools' which we can use to alter our own perceptions of one of society's subtlest and most complex forms of propaganda.

Item Type: Book

Date: 1978

Additional Information: Abstract taken from publisher's website.

Uncontrolled Keywords or tags : advertising, graphic communication, media studies

Schools: [School of Film, Media & Performing Arts](#)

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