



UvA-DARE (Digital Academic Repository)

Mass media advertising: Information or wallpaper?

Smit, E.G.

[Link to publication](#)

Citation for published version (APA):

Smit, E. G. (1999). Mass media advertising: Information or wallpaper?. Amsterdam: Het Spinhuis.

General rights

It is not permitted to download or to forward/distribute the text or part of it without the consent of the author(s) and/or copyright holder(s), other than for strictly personal, individual use, unless the work is under an open content license (like Creative Commons).

Disclaimer/Complaints regulations

If you believe that digital publication of certain material infringes any of your rights or (privacy) interests, please let the Library know, stating your reasons. In case of a legitimate complaint, the Library will make the material inaccessible and/or remove it from the website. Please Ask the Library: <https://uba.uva.nl/en/contact>, or a letter to: Library of the University of Amsterdam, Secretariat, Singel 425, 1012 WP Amsterdam, The Netherlands. You will be contacted as soon as possible.

EDITH SMIT

Mass Media Advertising:

Information

or Wallpaper?

ISBN 90-5589-136-3



9 789055 891368



UBA003000007