Mass media advertising: Information or wallpaper?

Smit, E.G.

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Nederlandse samenvatting

 adel: 's is een onderwerp dat vaak met sceptiek wordt bejegend. De
 verjaardagen of treksluizen wordt reclame nogal vaak bestempeld als
 'stom' of 'irritant'. Ook academici scholen zognietig over reclame in
 tienen van een veronderstelde negatieve invloed. reclame zou overweg-
 benden kunnen, materialen waardevolle reflecteraren en schadelijk zijn
 voor kennisgevingen in de maatschappij. Omdat de algemene waar-
 delijkheid in een dagelijkse lesloos, is het heel relevant om zo'n 'onpopulaire'
 onderwerp te bestuderen. er gaat juist al teveel aandacht gilden en jaar van
 in de reclamezaken. Ook blijkt uit onderzoek dat de
 meeste mensen deze algemene waarde van reclame ze ervaren.

 In het proces van reclame controleren we mensen doen met en vinden
 van reclame, onderser hoe ze reclame gebruiken aanhouden en systeem. Wat doen
 mensen met reclame als zij deze uitingen begeven niet in de krant,
 tijdens om afloop van een televisieprogramma of op straat? Kijken zij
 er of ze bij reclameboodschappen zo veel mogelijk vermijden? En wat vindt
 men van reclame in verschillende mediumtypen? Wordt
 reclame in kranzen anderzijds ervaren dan reclame op televisie? En zo ja,
 waarom is dat? Ook is de vraag in hoeverre deze meningen inzicht
 hebben op het concreet en methodiek van specifieke reclame-
 uitingen. In deze samenvatting worden per hoofdstuk de belangrijkste
 bevindingen van een vijfjarig studies naar reclamegerelateerde uitspraken.