



Advertising culture and translation [from colonial to global /

Tomei, Renato,

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Monografía

This book is the first comprehensive study combining and integrating advertising, culture and translation within the framework of colonial, Commonwealth, and postcolonial studies, and globalization. It addresses a number of controversial issues evident in two relatively young disciplines, as a result of decades of research and teaching in university courses. A cross-cultural approach to translational issues and the translatability of advertising cohesively is adopted here, exploring the dynamics of the conflict between the 'centre' and the 'periphery'. It introduces the concept of advertising

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