



"Baratura y clase". El discurso publicitario de la tienda A la Ciudad de Londres en la prensa gráfica. Buenos Aires hacia fines del siglo XIX [

2019

text (article)

Analítica

This article analyzes the advertising discourses of A la Ciudad de Londres, the first department store in Argentinas capital, Buenos Aires. The article traces the main characteristics of late 19th century Buenos Aires: a cosmopolitan society that grew and diversified, with an internal market in full swing, propelled mainly by imported goods from Europe. In this context we observe and analyze the phenomenon of the department stores, focusing specifically in the different types of advertisements, and the strategies employed to attract clients and create needs

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Editorial: 2019

Tipo Audiovisual: consumption department stores advertising fashion press consumo grandes tiendas publicidad moda prensa ilustrada consumo grandes lojas publicidade moda imprensa

Documento fuente: Trashumante: Revista Americana de Historia Social, ISSN 2322-9675, N°. 13 (Enero - Junio), 2019, pags. 6-29

Nota general: application/pdf

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Lengua: Spanish

Enlace a fuente de información: Trashumante: Revista Americana de Historia Social, ISSN 2322-9675, N°. 13 (Enero - Junio), 2019, pags. 6-29

Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es