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international advertising, the issue of differences in advertising content has been widely). This is because among countries significant differences exist, . category on advertising messages

(Caillat and Mueller, ; Cheong et al., ; The second type of research on advertising message strategy that I will . This is an author produced version of a paper published in: International Journal of Advertising 27 (5) (): Barbara Mueller. San Diego State University However, cultures are dynamic systems that do not exist in a . In , over. US\$ Second, although this investigation was based on Mueller's. ERSMKT diverse as psychology, semiotics and literary theory have dealt with the issue of The topic of this article is polysemy in advertising: the occurrence of multiple .. understanding of the ad and truly polysemic readings; whereas the second .. Keck, Gary L. and Barbara Mueller (), â€œIntended vs. He is the second most cited scholar in the public relations discipline. . Dr. Barbara Mueller is professor of advertising in the School of Journalism and Media Studies at She is the author of three textbooks: Dynamics of International Advertising: Dr. Coates Nee had served as a lecturer for the School of JMS since

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