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An advertising tactic that he used was to associate the Pears brand with high culture and aspirations of high society. messages (see propaganda). Rise

WWII propaganda - Blogs @ Baylor University -

WWII Propaganda. This site provides a basic history of propaganda during WWII. Propaganda has been used to change the way people see different races and culture.

Advertising and culture - SlideShare -

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Advertising is a form of propaganda; it is trying to influence you to purchase something. Cultural symbols will be used to obtain the emotional responses.