

## THE ROLE OF PSYCHOLOGICAL MEANING IN ADVERTISING

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ABSTRACT: The purpose of this paper is to examine the role that psychological meaning plays in advertising. In spite of some preliminary recognition of the importance and role of meaning, research in advertising has neglected to explore this core element of the advertising communication process. Theoretical support for the importance of psychological meaning is based on research in sociology, consumer psychology, and advertising. This paper presents a framework of psychological meaning's mechanisms of action and suggests several directions for investigating the role of meaning in advertising.

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