



Battle of Symbols: Global Dynamics of Advertising, Entertainment and Media

John Fraim



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Symbols increasingly dominate international communication. The events of 9/11 and the ongoing war against terrorism demonstrate their power. Yet few understand them. Now, more than ever, it is important to understand symbols in a global context. Battle of the Symbols examines 9/11 and current events in light of global symbolism. While 9/11 represented the beginning of the war against terrorism, the real “battle of symbols” started long before September 11th and will continue long after the fall of Osama bin Laden or Saddam Hussein.



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