

***Judul:***

The psychology of entertainment media : blurring the lines between entertainment and persuasion

***Pengarang/Penulis:***

***Subjek:***

Subliminal advertising; Advertising--Psychological aspects; Mass media--Psychological aspects; Persuasion (Psychology); Manipulative behavior

***Nomor Panggil:***

659.101 9 PSY

***Penerbitan:***

Lawrence Erlbaum Associaties

***Link Terkait:***

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