



A sagração da aparência: o jornalismo de moda na Bahia (Portuguese Edition)

Renata Pitombo Cidreira

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Esta obra resgata a discussão teórica sobre a moda, indo além do universo fashion e analisando a abordagem que este fenômeno recebe por parte dos meios de comunicação, sobretudo na Bahia, lançando um olhar interpretativo sobre os jornais A Tarde e Tribuna da Bahia. Analisa também os elementos que contribuem para uma possível aproximação entre a moda e a área da comunicação e o olhar pejorativo muitas vezes lançado ao fenômeno da moda, visto como fator de distinção social.

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