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By Jesús María Cortina Izeta

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La obra contribuye a desentrañar los procesos de formación de la imagen y las técnicas para influir en los llamados receptores, que como bien señala Jesús María Cortina, deben ser el factor determinante de toda comunicación. La teoría de la imagen elaborada por el autor es una invitación a pensar por nosotros mismos, a poner en juego nuestra capacidad de análisis y a desechar la indolencia intelectual, la confusión y la charlatanería.

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