

4-14-2010

## Mendelsberg, Joanna (FA 498)

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*Descriptive Inventory*

**FA 498      MENDELSBERG, Joanna**

1 folder. 3 items. 1990. Typescript, copies and advertisements.

1990.108.1

***BIBLIOGRAPHIC RECORD***

FA      MENDELSBERG, Joanna      1990  
498

Paper: "Folkspeach [sic] in Advertising: Proverbs and Sayings" which examines these folklore elements in advertisements from *Sports Illustrated* and *Mademoiselle* magazines. This paper was done for a folk studies class at Western Kentucky University.

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1990.108.1

***SUBJECT ANALYTICS***

Advertisements  
Advertising  
Folk speech  
Folklore  
*Mademoiselle*  
Magazines  
Proverbs  
*Sports Illustrated*

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