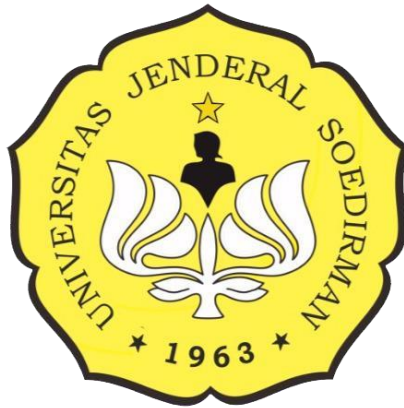


**ASSOCIATIVE MEANING USED IN SUNSCREEN PRODUCTS ON  
SOCIOLLA: THE CASE OF DICTION MEN AND WOMEN  
REPRESENTATION**



**THESIS**

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