Review of: "The Advertising and the Other Marketing Communications of Luxury Goods – Archetypal, Semiotic and Narrative Aspects"

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Review Comments

The Advertising and the Other Marketing Communications of Luxury Goods

Literature

The introduction can be better organized by adding subheads. In particular, separating the parts of the theories used in this research from the rest.

I would also like the author to have a clear definition of archetype, semiotics, and narrative theory. Since there are many types of semiotics, such as the ones from Saussure and Pierce. Please specifically clarify the type of semiotics you are applying in this research. In addition, there is no clear definition of what narrative is in this study. Please add.

Starting from "The Main Text," there is not a single citation. It is hard to tell whether the author is citing other texts, or simply coming up with all the rest of the paper themselves.

In some places, it is obvious the author was citing other texts, but no citations. For example, under "The Ad Appeals - The Customer in the Marketing," the author mentioned "The ad appeal is the key concept in relation to the consumers. The marketers define it as the most important psychological drive by which the admen build the adequate (positive or negative) image and attract the customers to the respective goods." However, there is no citation.

Likewise, under the "Archetype Appeal," the author wrote "The archetypal appeal (the invariant of all appeals) is this of pleasure and might (domination). The idea of pleasure is central one in the psychoanalysis. The scientists can develop valid and reliable theory of the ad appeals on the bases of the archetypes." It also needs a citation.

Selection of Ads

The author did not mention how the ads were selected. Even though it is a qualitative analysis, readers need to know where and where these ads were released on what platforms.