

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

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Potential competing interests: No potential competing interests to declare.

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Title:

Abstract:

- There is no one or two introductory sentences at the beginning.
- No purpose
- No methodology
- There are no concise results and conclusions
- Abstract must be arranged in one paragraph, a maximum of 250 words.

Introduction:

- No introduction is structured sequentially; why is it essential to prioritize research topics and titles like this, and what is new about this Article compared to previous research articles?

The Article's goal does not need to be a sub-chapter but is organized into the Introduction at the end.

- "The Methodology Used" with a description of only one sentence is very inadequate, but the procedures and stages of the method chosen must be explained in detail. The method must be included in one detailed chapter after the Introduction, Literature Review, Methodology, Results, Discussion, Conclusion, and References. It must be adapted to the template of the journal intended for publication.
- "The Research Restrictions" does not need to be a sub-chapter but only has one paragraph in the introduction section.
- "The Practical Implications" does not need to be a sub-chapter, but "Research Limitation" is included at the end of the Discussion or the end of the Conclusion.

The Literature Review:

- There are no citing sources with paraphrases that meet scientific principles. It is impossible without citation.
- Each relevant concept to the title must explain its definition, characteristics, scope, and why it is essential in this research.
- Concepts such as luxury, affluence, comfort, extravagance, hedonism, luxuriousness, and splendor must be detailed regarding what, how, and why are essential, and so on.
- "The archetypes' main characteristics," "oppositions," and so on must be arranged paragraph by paragraph, avoiding pointers.
- All concepts presented must be based on an explanation of what, why it is essential, and how it relates to this research and be accompanied by credible academic sources.
- "The story of movie-commercial" is not related to the title of this Article; only describe it with the most relevant subchapters and must include a source citation as a reference.
- And so on, all the concepts described are actually "Conceptual framework," not "Results."

Conclusion and the New Directions

- It is unclear which Results are summarized as "Conclusions."
- Conclusions must summarize three dimensions, such as Archetypal, Semiotic, and Narrative Aspects, but not from the results of the Literature Review, but from data, whether qualitative content analysis, Semiotics, or Narrative analysis, but none of this was done.
- Four points in "The marketers and the admin neutralize this by using social causes..., the use of women... and so on, this is not in the results and discussion. That way, there should be no conclusions that suddenly appear without proof in the Results and Discussion.

References:

- It is unclear where this list of references came from because there is no scientific citation in the body of the manuscript, whether using the APA Stules 7th version or not.