

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

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I read with interest the article "The Advertising and the Other Marketing Communications of Luxury Goods – Archetypal, Semiotic and Narrative Aspects". The subject matter is very interesting, current and important in the modern world. Certainly worth taking in times of dynamically developing marketing communication and the spread of luxury goods. However, I did not like the implementation of the topic. The first point concerns the layout of the content itself. It does not have the characteristics of a scientific article, it is rather an expression of the author's free reflections. The reader feels unsatisfied due to the lack of organizing the content and explaining the key elements of the article.

Abstract – in this form it is basically a kind of introduction, an explanation of why the author considers the topic important. However, this is a very short justification. The usual abstract provides answers to several key questions for the article: What does the author want to present? What are its intentions/purpose of the article? How does it want to implement these intentions? What has it achieved/what are the main conclusions? In the part of the answer to these questions (e.g. purpose) can be found later (outside the abstract). Hence the question, why is there such an arrangement of content?

Goal of Article – in this form it is satisfactory. However, the methodology used should be strongly critically evaluated. In principle, it is indescribable. The terms "psychology" or "semiotics" alone do not explain anything. These are not methodological approaches, but disciplines within which there are certain research/analytical methods. These methods should be described.

The Research Restriction – again very vague, not explaining much. These must be concrete (in my opinion, the basic limitation is the methodological approach used, or rather its absence).

The Practical Implications – without major reservations, although help for other researchers is negligible.

The Literature Review – in my opinion, a clear division should be introduced into sections concerning, for example, luxury goods, advertising and its meaning, techniques and tools used in advertising (semantics, archetypes, narration). This will allow you to systematize the content. In its present form, it is a patchwork of loose fragments, not always related to each other. Big mental shortcuts require explanation – why are there such references to Japanese and Chinese cultures? Neither in the title nor in the abstract was there any indication that the author wanted to make comparisons between Eastern and Western cultures. This section also lacks an explanation of key concepts – they are in The Main Text section

– another question, why is the content divided in this way?

The Main Text – in its current form, it is a combination of theoretical content (which should be included in The Literature Review, with appropriate literature references) with the author's considerations (Own observations? Analysis of advertising content? The lack of a description of the methodology does not allow the reader to clearly identify on what basis the author formulates his views). When introducing definitions in the theoretical part (e.g. semantic field or archetype), or invoking the name of a researcher (e.g. Mircea Eliade), one must give a reference to appropriate reference items. Definitely, this section needs to be tidied up and supplemented.

Conclusion and the New Direction – good, although it is not entirely clear on what basis it is formulated. Do they follow from previous content? Are these other thoughts of the author?

To sum up, a good idea, but the implementation requires supplements, systematization and development in accordance with generally accepted patterns of scientific articles.