

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.

Review and Recommendations for Manuscript ID: 1LE7CM

Manuscript Title: The Advertising and Other Marketing Communications of Luxury Goods – Exploring Archetypal, Semiotic, and Narrative Dimensions

Dear Author,

I would like to express my gratitude for the opportunity to review your manuscript. Your diligent efforts in compiling a wealth of information are evident, yet I believe the manuscript could be further enhanced through careful reorganization and refinement. Below, I present my suggestions and recommendations for your consideration.

1. The manuscript is undeniably rich in content, reflecting the considerable dedication and hard work invested in its creation. The extensive collection and organization of diverse data stand as a noteworthy contribution. It is worth considering whether the manuscript aligns more closely with the genre of a "review," given its comprehensive nature, which may transcend the conventional scope of a typical research article.
2. While the manuscript aptly introduces a plethora of findings, there exists an opportunity to elevate its quality by delving deeper into analytical exploration. Expanding the analytical dimensions would elevate the manuscript by lending greater insight and critical interpretation to the presented information.
3. The preliminary stages of the article touch upon the employed research methods, yet I recommend allocating a dedicated section to provide a comprehensive exposition of this aspect. It is essential to clarify that psychology, semiotics, and narrative theory underpin the study's theoretical framework, though they do not constitute the actual methodologies employed.
4. Within the main body of the manuscript, the abundance of information is evident, yet synthesis appears to be lacking. It is imperative to establish a clear connection between the cited content and the overarching research objectives. This connection would substantiate the relevance of each piece of content and its contribution to the study's goals, thus necessitating substantial revision in this area.
5. Moreover, the conclusiveness of the research findings requires further scrutiny and refinement. For instance, when asserting that postmodernism has reshaped the patriarchal paradigm within luxury brand marketing communication, it is advisable to elucidate whether this assertion represents the author's perspective or is grounded in empirical findings.

Similarly, claims such as the effectiveness of celebrity endorsements (star strategies) demand clarification regarding their origin as distilled research insights.

6. Consideration should also be given to restructuring the manuscript's sections. The current arrangement appears fragmented, impeding an optimal reading experience for the intended audience.