

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

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Article shows how useful Archetypes and Semantic Fields are in current marketing and how we can combine them with the Luxury Goods. In the title we can find information, that in article will also use narrative aspects. The reader may think about storytelling (Joseph Campbell and his book "The Hero with a Thousand Faces" is cited). However, most of the article focuses on the former two aspects.

The article cites many definitions and discusses many theoretical aspects of the problem under study. I think too many. Readers usually know what Archetypes are and understand what the Semantic Field is. We are all familiar with the works of C.G. Jung, M. Eliade, J. Campbell. Instead, the Author could show us and analyze more examples of commercials.

Of course, I understand that the requirement of the volume of the article forces the author to make a choice, but I am convinced that it would be better to analyze more commercials.

There is one aspect that is very interesting. I am thinking about advertising and sales of luxury goods in China. I think another article the author should prepare on this topic.