

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

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The article proposes a series of categories from different disciplines (semiotics, anthropology, communication sciences, design, marketing) to consider the advertising of luxury products from successful companies. With this succinct review, with a common thread that sometimes seems to get lost, the text proceeds to consider the way in which advertising constructs the image of products intended for the consumption of wealthy clients.

In considering advertising campaigns, the article seeks to describe the convergence of archetypes and forms that allude to stabilize semantic fields and values between cultures. This recovery of handles from the collective memory in the construction of the detailed message, supported by significant investments of money, would explain the success of advertising, the brand, and each product. But the analysis, in each case, is not detailed and the offer of the semiotics of narrativity analyses remains suspended. Some statements are supported by some elements of the production process of each advertising campaign, without addressing nuances, questions, and renewed ways in which they respond to what is culturally given.

Although the text is supported by a variety of documentary sources, it seems to cover many aspects simultaneously and, because of this, the analyzes lose depth. Semiotics, for more than two decades, has been redefined not as a science of signs, but rather as a science that accounts for how significant groups, within the framework of cultural strategies and values, carry out enunciative practices that reiterate stereotypes, archetypes, myths, figures, but they also reconstruct meanings. This reworking does not deal with isolated signs or symbols, but with relationships of determination, in charge of a complex enunciative strategy. In this line of action, it could be observed how the commercial message responds to the new demands of consumption, communication, belonging or social demands. In the case of the work presented, the diversity of sources and categories that we seek to relate is undeniable, but the analyzes fail to account for some nuances and contradictions; the strangeness, they produce could explain the receptivity and success of the campaigns, even among those who do not have the purchasing power to access what advertising offers. It is worth asking whether addressing the analysis of each campaign in more detail is a way to give more consistency to the achievements of the writing.