

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.

I congratulate the author for addressing an interesting subject. However, there are some problems related to text. First, it is difficult to read and get the essence of the research's idea. The text is very disorganized, including the subheadings.

Please re-structure the manuscript by clearly stating your research question in the introduction.

There is also a problem with the sample. You should define what you mean with luxury goods, choose specific product/service groups, and focus on specific advertisements/marketing communications accordingly. It would be best if you defined how analyzed examples are chosen.

The sections appear very disconnected, especially the section related to art. There are also many typos. Please check for typos and grammatical errors. The words with synonyms also seem like they need to be better. You can create organized tables for these words.