

In This Issue:

President's Column.....	1
Research Feature.....	3
Teaching Feature.....	4
Special Topic.....	5
2017 Global Conference.....	7
Graduate Student Spotlight...10	
AAA Notes.....	15
Announcements.....	18
Advertising Policy.....	33

President's Column

Happy New (Academic) Year!

by Michelle R. Nelson (University of Illinois at Urbana-Champaign)

I hope you all enjoyed the summer (or winter for our friends in another hemisphere) with the opportunity to relax & reconnect with friends and family.



Michelle R. Nelson

Summer holidays with AAA

Summer is never quite long enough! Over the summer, I had the chance to hang out with many of you at international conferences in Tokyo (AAA Global conference) and in Belgium (ICORIA 2017). It is wonderful to learn about different approaches to advertising scholarship, make new friends, and partake in the local culture. Earlier this summer, we solicited feedback on the AAA Strategic Plan report and reported back to the membership the results of that feedback, as well as the annual post-conference survey results. If you didn't get a chance to read the reports, check them out [here](#) (Note: you must be logged in to access).

New academic year resolutions

For many of you, this is the start of a new academic year. For others, you are looking forward to a much-deserved break. The rhythm of the academic cycle means that our 'new year's resolutions' may also begin this time of year. As I reflect on the summer, I also look forward to new school supplies, new students, and new deadlines...beyond preparing course syllabi, here are some ideas for you or your students.

1. Branding yourself

Although Sheryl Sandberg (COO, Facebook) provides a compelling case against personal branding in [a recent BBC story](#), it is important in academia to be known for something. I remember hearing this from my mentors and recently advising this to my doctoral students. Back in 1997 when I was first on the market, there was barely the Internet and no social media. Our 'brand' and research dissemination came from our presence at conferences and in journal articles. But today, there are so many ways to communicate, disseminate and keep track of the impact of your research and find others' research. Here are just a few ideas beyond keeping profiles pages up to date on university websites, updating research lab blogs and/or setting up a Twitter page. It doesn't take long to set up a profile on these websites:

- 1) Google Scholar: <https://scholar.google.com/>
Tips here: <https://scholar.google.com/intl/en/scholar/citations.html#setup>
- 2) Academia.edu: <https://www.academia.edu/>
- 3) Researchgate: <https://www.researchgate.net/>
- 4) ORCID: <https://orcid.org/about>

Executive Committee:

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University of Illinois
president@aaasite.org

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University of Georgia
president_elect@aaasite.org

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Visit the AAA Website at:

<http://www.aaasite.org>

2. Teaching

Many students like hands-on, project-based assignments and courses and many students like competitions and resume-building activities. Here are a couple ways to incorporate these ideas into your classes:

- **AAA logo contest.** Consider introducing the opportunity to design the 2019 AAA annual conference logo in your classes. To find out more, go to p. 18.
- Check out the **Media Plan case competition** (advertisement for Media Fellows Program in this issue)

3. Research

- Submit [a competitive research paper or special topics session to the Annual AAA Conference](#) (to be held in NYC in March 2018!): deadline: October 2, 2017
- Submit your research to a special issue of one of our 3 advertising journals:
- [“Digital Technologies & Advertising Change”](#): Journal of Interactive Advertising
- [“Children and Advertising”](#): Journal of Advertising

4. Service

- Nominate an AAA member for an [award](#)
- Indicate to me or President-Elect Tom Reichert if you're interested in volunteering for an [AAA committee](#) next year.


My goals for the AAA:

My goals for the AAA with my excellent team of [EC members](#) are to act on the AAA Strategic Plan, engage more members of the AAA, further strengthen our international partnerships, and help make our advertising research more relevant and respected to our various constituents in academia, the profession and society. I hope to also find ways that we can share resources (e.g., syllabi, lesson plans, P&T information, research scales, etc.) more easily with one another. If you have ideas on how to reach these goals, please reach out to me or any one of our EC members.

See you in NYC!

We are so excited to hold our 2018 annual conference in New York City! Despite the historical hub of advertising (Madison Avenue) and the home of other advertising associations (AEF, AAAA, IAB), New York City has not been the site of an annual conference since ... the 1960 Annual Meeting with the AFA (Advertising Federation of America), which was really a meeting of the Founding Fathers of the organization and not so much a research conference ([Ross, 1992](#)).

2018 also marks the 60th anniversary of our organization. I hope we can celebrate our founders and look forward to the future of advertising together!

Best wishes,
Michelle R. Nelson, President 

Newsletter Staff

AAA Newsletter Editor

Joonghwa Lee
University of North Dakota
joonghwa.lee@und.edu

AAA Communication Committee (Newsletter)

Erin Willis (Chair), University of Colorado

Have Items for the Newsletter?

- Job announcements
- Call for papers
- Announcements about awards
- Photos for the Photo Gallery
- Names of graduate students to be featured

Send your news items to the Editor, Joonghwa Lee, by **October 15**, at joonghwa.lee@und.edu

Upcoming AAA Deadlines

2018 AAA Annual Conference: Competitive Research Papers

October 2, 2017

2018 AAA Annual Conference: Proposals for Special Topics Sessions

October 2, 2017

AAA 2017 Research Fellowship Competition

October 9, 2017

AAA 2018 Doctoral Dissertation Competition

November 6, 2017

AAA 2018 Student Travel Grants

November 16, 2017

Research Feature

Lessons Learned from My Research Journey

by Wei-Na Lee (University of Texas at Austin)

Many years ago, I came to the US as an international student pursuing a graduate degree in mass communication. I landed in Madison, Wisconsin.



Wei-Na Lee

Although I had a general idea of my interest, I did not have a concrete plan of study or what the focus of my study would be. Ivan was my first academic advisor. After hearing me out during our first meeting, Ivan suggested advertising as a “potential” concentration for my graduate degree. My first class during my first semester was *Principles in Advertising* taught by Ivan. The course opened my eyes to the many aspects of advertising. It was new, unfamiliar, somewhat intimidating, and simultaneously exciting. Then and there, I decided to focus on advertising. In a way, you can say that Ivan started me on this journey. Few people in the Academy knew about this story. And this is why receiving the Outstanding Contribution to Advertising Research Award in Ivan’s name means so much to me.

When the Newsletter editor asked me to write a short piece for the Research Feature column, many thoughts came to my mind. In the end, I decided to focus on a few things I have learned from my journey as a long-time researcher. To some of you, they may seem obvious. To others, especially those who are starting out, I hope my thoughts provide some ideas for you to contemplate.

Finding Resonance Makes the Journey Fun

I attended my first AAA conference in 1990. Since then, I have not stopped coming to AAA conferences. The Academy is essentially my academic home. It is where I find resonance for what I do.

Having an academic home where you belong makes the journey meaningful. Having a community where one can find mentors, partners in research, and people who are simply your enthusiastic cheerleaders makes the journey fun. As we all know, research has its ups and downs. Sometimes ideas work and sometimes they don’t. Speaking just for myself, over the years, I have received countless advice, encouragement, and a few knocks on the head from colleagues in the Academy. I appreciate them all. I know I can always count on them to offer their candid assessment and sincere support. This type of camaraderie is typical of the Academy and is what has helped sustain my research over the years. I believe it is important to find our academic resonance because it makes everything we do worthwhile.

More Than Just Publishing

I remember watching an interview of Akio Morita, co-founder of Sony, many years back. He talked about the importance of curiosity. In his business, curiosity means creativity. In our sphere, curiosity leads to discovery. We do research because we have this need to know. This is similar to what Susan Fiske’s (2014) remark that “we do research to scratch a mental itch” (“Scratch an Itch with a Brick: Why We Do Research,” in Harry T. Reis and Charles M. Judd’s *Handbook of Research Methods in Social and Personality Psychology*). At its core, research satisfies our intellectual curiosity. While publishing is a necessary part of knowledge sharing, it is never the end goal of

Continued on page 13...

Wei-Na Lee Bio:

Professor Wei-Na Lee is F.J. Heyne Centennial Professor in Communication and Professor of Advertising and Public Relations at the University of Texas at Austin. Her research examines the role of culture in persuasive communication. She has authored well over 100 published works on topics such as acculturation, country-of-origin effects, consumer ethnocentrism, cross-cultural consumer behavior, and multicultural marketing communication. Her work has been supported by more than 20 research grants. She is the 2017 recipient of the AAA’s Ivan L. Preston Outstanding Contribution to Research Award. Professor Lee is a former editor-in-chief of the *Journal of Advertising* and currently serves as a member of its senior advisory board. She is a three-time recipient of the AAA Research Fellowship Award. She was elected Vice President of the Academy in 2010 and chaired its national conference in Minneapolis. She was a visiting professor at DDB Needham, Chicago and at D’Arcy Masius Benton and Bowles in New York City. Between 1998 and 2001, she was Executive Director of the Office of Survey Research at UT-Austin. More recently, in an effort to emphasize the importance of cultural awareness in global communication, she designed and led short-term study abroad courses in Singapore, Malaysia, Hong Kong, and China.

Teaching Feature

Competing with Algorithms: What to Teach to Advertising Undergraduates in the Age of Artificial Intelligence

- Lessons from a Media Planning and Strategy Course

by Anastasia G Kononova (Michigan State University)

What was entertaining science fiction 30 years ago has become a reality. The speed with which some professions are becoming obsolete suggests our curricula should adjust accordingly to accommodate incoming freshmen that will graduate to a completely different new world with no guarantee that what they learn in today's classroom will be needed in the future marketplace.



Anastasia G Kononova

Technology used to replace low-skilled labor, but due to advances in artificial intelligence (AI), made its way up to take over more analytical and creative jobs of managers, financial analysts, journalists, doctors, actors, HR specialists, teachers (yes, even we are not safe!), therapists, graphic designers, media brokers, and even advertising creatives.

In the beginning of each semester, I used to tell my media planning students that they'd better get excited about budgets, schedules, math, and preciseness as their jobs are already being taken by graduates who majored in computer science and engineering. But what do I tell them now, when their jobs are taken over by algorithms?

Here is [a story from CNBC website about AI](#) that gives an example of AiMen program developed by IBM Watson and Havas agency to promote "The Young Pope" TV show in France. AiMen analyzes millions of social media posts and identifies cases when "sinful" emotions such as anger or

envy are expressed. It responds to such posts with Biblical verses and then carries out a conversation with the users.

This is an excellent example of a highly personalized strategy executed by a robot. You can find many other examples of automated (programmable) media buying where machines aggregate information about users of not only new but also traditional media (e.g., TV), learn patterns, and deliver unique messages to each individual. Their performance is much more efficient and precise than the work of any human.

My creative-track advertising students will snobbishly tell me that this doesn't concern them. Although they are required to take advertising management and media planning classes, their true calling is to create beautiful and eye-catching advertisements that no machine will do. This is partially true, creative jobs will probably be safe from the AI invasion for a while, but here is [a story from AdWeek](#) that suggests a transition from programmatic to programmatic-creative. Some big agencies already experiment with "automated narratives" or "flexible storytelling" where machines help humans pick from a large pool of message elements and create unique ads if not for each person then for each specific target group.

So, what do we teach advertising students on both management and creative tracks? The answer is as old as the idea of university. We teach them to think. Think analytically, abstractly, critically, and – yes, still – creatively. Even in skill-oriented classes, cognitive activity elicited by a challenging task is the main component of success.

The difficulty of teaching highly specialized courses like media planning today is in finding a fine balance between professional training and critical and **Continued on page 14...**

Anastasia Kononova Bio:

Anastasia Kononova is an assistant professor of advertising in the Department of Advertising + Public Relations at Michigan State University. She focuses on studying media multitasking behaviors and effects in persuasive communication. Her other scholarly work includes ad-context congruency on the Internet, mobile application sponsorship, and advertising skepticism and literacy. Kononova has been teaching media planning and buying to MSU undergraduate students majoring in advertising for four years. She also teaches graduate-level courses in media theory and social marketing.

Special Topic

From Advertising to Total Communication and from Specific Activity to Business Approach

by **Edoardo Teodoro Brioschi** (*Università Cattolica del Sacro Cuore*)

Over the course of more than 50 years spent studying, teaching and performing research in the field of advertising and more generally of business communication, I witnessed the relentless development of these activities into something increasingly structured and complex.



Edoardo Teodoro Brioschi

I was also, however, able to see the worryingly fragmentary manner in which such development was considered, in both academic and business circles, with by no means inconsiderable negative effects on both fields.

My first publication was then about the need for a common, systematic approach to all the communication activities performed by a company, focusing on the necessity for an organisation in which all the activities in question are covered by the same business communication policy, hence the title of the piece (Brioschi 1973). It was the first of a series of increasingly detailed pieces, but in it I already hinted at the essential need to go beyond the traditional concept of business communication as an activity or set of activities.

Communication needed to be seen as a business approach, or in other words as a general guideline for the management or, to use a word increasingly in vogue today, the governance of the company as a whole from the standpoint

of communication, because everything in a company communicates something either implicitly or explicitly: hence the concept of “Total business communication,” which became also the title of my book (Brioschi 2006).

In the period in question, in the 1970s and the following decades, companies adopted certain approaches (to organisation, finance or marketing) that dominated the scene at the time, even when communication had clearly become - in part with the onset and development of the digital revolution - of extraordinary importance and ever increasing complexity.

Specifically, the relationships between marketing and communication remained at length instrumental in both business theory and practice, or in other words relationships between a company’s approach in the case of marketing and the tool for implementing this approach in the case of communication, also when other activities had been developed in parallel with advertising (public relations, sales promotion, etc.) and even when business commercial communication came to be regarded in its entirety (promotion) alongside other forms of communication (institutional, internal, etc.). I therefore felt the need in the 1990s to clarify that the relationships between marketing and communication had evolved in the real world and that alongside the approaches mentioned (organisation, finance and marketing), another approach had taken form, that of communication (Brioschi 1999).

Returning to the concept of “Total business communication,” it should be stressed that “There is no element, no aspect, no activity of the business that is not reflected on the plane of communication and consequently all these factors influence the identity and, through it, the image of the

Edoardo Teodoro Brioschi Bio:

Edoardo Teodoro Brioschi was Professor and Chair of Business Communication Economics and Techniques at the Università Cattolica del Sacro Cuore in Milan (Italy) till 2011. In 2012 he was appointed President of the Scientific Committee of the Research Laboratory on Business Communication, whose establishment he promoted at the same University in 1998. In 2005 he was the only non-American professor to be awarded the “Charles H. Sandage Award for Teaching Excellence” by the American Academy of Advertising, whose member he has been since 1974. In 2008 he co-authored the work *A Comparative Study in Business Communication. Integrated Marketing Communication, Total Business Communication, Koukoku* (Vita e Pensiero, Milan) with Professor Yasuhiko Kobayashi, President of the Japan Academy of Advertising. In the same year, he launched the journal “Communicative Business. Italian Research Review on Business Communication”, boasting an international editorial board. In 2009 he became a member of the Academic Commission of the China Advertising Association. In 2013 he received the IAA 75th Anniversary Award from the International Advertising Association, whose member he has been since the mid-1960s. He authored or edited more than 130 publications in Italian and English in the field of Total Business Communication.

business itself. Hence the need to govern, in a purposeful and coherent way, the whole set of elements, aspects and activities mentioned above – which is another way of saying the whole company – by implementing that general policy of governance called a “communication approach”, which seeks to optimize the contribution comprehensively rendered by these elements, aspects and activities to the business identity and image” (Brioschi 2006, p. 9).

I talked about the above-mentioned concept a dozen or so years ago (2006) during and at the end of the 10th World Education Conference promoted by the International Advertising Association in Dubai. Now, the concept of Total business communication was received favorably by authoritative speakers from different countries and in the following months Prof. Yasuhiko Kobayashi, President of the Japan Academy of Advertising, introduced it in his country.

This marked the start of a period of direct collaboration with Prof. Kobayashi, who in 2008 was Visiting Professor to my University and with whom, the same year, I coauthored a comparative analysis of the main concepts developed at international level in the theory and practice of business communication. The title of the work was *A comparative study in business communication. Integrated Marketing Communication, Total Business Communication, Koukoku, Vita e Pensiero*, Milan.

So far as the first concept was concerned, we made specific reference to the research and contributions of an important member of the American Academy of Advertising, Prof. Don E. Schultz, while the third concept originated with the Japanese school of thought and had been introduced by Prof. Kobayashi himself.

In the same period, I was studying international communication with another important member of the American Academy of Advertising, Prof. Gordon E. Miracle, who is a specialist on the subject. Our main aim was to examine the influence of the culture in source countries on the prevalent use by researchers of those countries of certain research methods compared with others (quantitative vs. qualitative methods). It was a subject that aroused interest in various areas and Miracle and I presented it at some international conferences in the US, China and elsewhere (Miracle 2013).

It was also Miracle who, while discussing the evolution of research into international communication, made reference to my concept of “Total business communication,” expressing the hope it would be applied to international companies. I tried to turn this hope into reality through a


book (Brioschi 2015) I edited involving over twenty authors, more than half of them foreigners (Europeans, Americans and Asians). They included almost ten university professors, while the others were leading business communication professionals (advertisers, agencies, classic and digital media, and research centers).

It is a fact that in what has clearly become an extremely complex business communication industry, the critical development factor, as is also the case in any other industry, is represented by people, be they university professors or company managers, and that the best results are achieved through effective and deep-seated collaboration between theory and practice.

In this last sense I was particularly struck to discover (Brioschi 2011) (while doing research into business communication managers in big companies) the emergence of a generalist figure in the business communication processes as a whole, completely corresponding to the figure of the total business communicator, which agrees with the imperative need for a current and future perspective of an actually rational management of business communication.

A new conjunction between theory and practice, therefore, with all the benefits and all the challenges that this brings.

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2017 AAA Global Conference

AAA Global Conference Report from the Intersection of Technology and Culture

by Jisu Huh (University of Minnesota), Immediate Past President and 2017 Global Conference Co-Chair

The Tokyo Conference was very special in multiple ways: As the 10th AAA Global Conference, returning to the place where the first AAA international conference was held; a culmination of many years of good relationships between AAA and members of the Japan Academy of Advertising; and, although this is the third time we came to Japan for our Global Conference, meeting in the heart of Tokyo, at Waseda University, one of the premier universities in Japan.



Jisu Huh

The conference kicked off on July 6th with two special topic panel sessions that set the tone for the whole conference. The first session discussed the recent transformation of the advertising market and practice in Japan impacted by cutting-edge technological innovations but still deeply rooted in the unique Japanese culture. The other session looked toward the future -- 2020 when Tokyo will be the global center of innovation and culture, as the hosting city of the Olympic and Paralympic Games. At the Opening Reception in the evening, attendees enjoyed terrific foods and drinks, while reconnecting with old friends and colleagues and making new connections with scholars from around the world.



Tokyo presents a fascinating mix of global and local advertising.

Day 2 was filled with 11 research paper sessions and a panel session on advertising law and regulations in Asia Pacific, a keynote speech, and a Meet-the-Editor session. Our keynote speaker, Yoshito Maruoka (Head of Dentsu Innovation Institute) gave an overview of the Japanese marketing/advertising market, presented critical challenges facing today's advertising industry, and shared some suggested strategies. Attendees

also had a chance to meet with editors and associate editors of AAA journals and other prominent advertising journals, and learn about each journal and its review process. The second day ended with fabulous gala dinner generously sponsored by the conference hosting group and the Japan Academy of Advertising.


The third day opened with a AAA ThinkubAAAator panel session headed by Gayle Kerr, a series initiated in 2015 by Sheila Sasser, who unexpectedly passed away earlier this year. An additional special topic panel session on digital analytics and three research paper sessions followed. The conference closed with an off-site event visiting various Tokyo landmarks and the Edo-Tokyo Museum followed by a superb buffet dinner.

By any measures, the conference was a great success. It broke the record for the number of submissions and number of countries from which submissions came. Approximately 140 advertising scholars and practitioners from 12 different countries attended the conference. Forty-four research papers were presented and 5 special topic panel sessions were offered. Innovative new research ideas and theoretical/methodological approaches were shared.



Michelle Nelson for their invaluable input and help.

We have received many positive comments about the conference organization and experience and the quality of sessions. Huge thanks to all of our session presenters, panelists, moderators, and participants for their outstanding contributions! My heartfelt thanks also go to our members who volunteered to review papers. I would also like to express my deep appreciation to Pat Rose and

Most importantly, I must thank our Japanese co-chairs, Kazue Shimamura, Morikazu Hirose, and Mariko Morimoto. I owe them my deepest gratitude for the great teamwork, their devotion and tireless work providing warm hospitality and making this conference a successful event. 

Conference Highlights

The American Academy of Advertising Global Conference held July 6-8 in Tokyo, Japan, was a big success. The following pages include some of the highlights and photos from the conference. Special thank you to Jef Richards for taking the photos.



Mingling (Hairong Li and Sangruo Huang)



Mingling (Mariko Morimoto, Sela Sar, and Jisu Huh)



Taking a lunch break with chopsticks (Hemant Patwardhan and James Tsao).



Kazue Shimamura welcomes conference attendees.



Attendees enjoyed a lavish dinner on Friday evening, sponsored by the Japan Academy of Advertising (Herb Rotfeld and his wife, Ellen Rotfeld, Padmini Patwardhan, Hemant Patwardhan, Jami Fullerton, Peter Amery, and Louise Kelly).



Patrick Vargas and Michelle Nelson share a laugh.



Mariko Morimoto provides necessary details about the conference.



Meeting old and new friends at the closing Buffet dinner Saturday evening sponsored by The Nikkan Kogyo Shimbun (Eunice Kim and Hyejin Yoon).



Jami Fullerton tries out ancient artifacts at the Edo-Tokyo Museum offsite event.



Gayle Kerr discusses Journal of Marketing Communications during the Meet the Editors session.



Kyu Ho Youm discusses advertising law and regulations in Asia Pacific.



Mr. Yoshito Maruoka, Head of Dentsu Innovation, discusses challenges and strategies for the changing media landscape in the Japanese advertising market.



Minette (Meme) Drumwright presents her paper on event social responsibility.



Morikazu Hirose introduces keynote speaker Mr. Yoshito Maruoka.



AEF announces the latest issue of **ASQ**, now available via open access on JHUP Project MUSE platform

ASQ

Digital Advertising
Vol. 18, Issue 2

**ADVERTISING &
SOCIETY QUARTERLY**

Table of Contents

- ❖ **Original Research Article** Professor Kristen Comeforo's (University of Hartford) original article studies how consumers react to brands' engagement with social issues; in particular, she examines how Red Bull entered the debate about marriage equality.
- ❖ **Roundtable** Academics and industry executives define and reflect on digital advertising at R/GA in NYC.
- ❖ **Interview** Sarah Hofstetter, CEO of 360i in NYC, talks about her career, storytelling, diversity in the workplace, and the nature of digital advertising and media.
- ❖ **Author Meets Critics** Academics and an industry executive meet with Professor Mara Einstein (City University of New York) to discuss her recent book *Black Ops Advertising*.
- ❖ **Advertising in the Classroom** Professor Cynthia Meyers (College of Mount Saint Vincent) gives a reflective lesson plan on social media influencers and digital advertising literacy.
- ❖ **Reprint Retrospective** A chapter from Professor Susan Smulyan's (Brown University) book *Selling Radio* covers debates about the place of advertising in broadcasting in the 1920s and 1930s. Smulyan discusses the book and the Smithsonian's advertising collections with Dr. Kathleen Franz, Chair and Curator in the Division of Work and Industry at the National Museum of American History.
- ❖ **ADText Unit** A new ADText unit introduces what social media are, how and when they emerged, and how and why they have become essential tools for advertising in a digital age.

<http://muse.jhu.edu/issue/36576>

Graduate Student Spotlight

Glenna Read-Bullock (Indiana University)

When I first entered my doctoral program I felt like I had a steep learning curve in front of me. Fresh out of a master's program in Experimental Psychology, many of the theories and methodologies in my new discipline were unfamiliar to me.



Glenna Read-Bullock

Although I was excited to learn new information and I was passionate about my new direction, I felt overwhelmed by what I did not know. I was interested in so many topics that seemed to me to be unrelated (like advertising, social cognition, and neuroscience and physiology). Because of this, I struggled at first to incorporate my perspectives and my background into a cohesive research program.

With the assistance of my wonderful mentors at Indiana University, I was able to recognize that an interdisciplinary perspective could be an asset for me. Over the course of my graduate career, I blended a variety of theoretical perspectives and experimental methodologies into a research program that is distinctly my own. Through collaboration with faculty and fellow graduate students I gained a deeper appreciation of the value of interdisciplinary perspectives. Following are a few of the benefits that I perceive from my interdisciplinary work:

1. *Appreciation for collaboration.* I have found that it is helpful to approach advertising research with collaborators that have completely different skill sets from me. Our different proficiencies help us solve problems and answer questions in novel ways. For example, I worked with an expert in electroencephalography (EEG) to conduct a study examining neural responses to people in print

advertisements. When I was conceptualizing the study, my collaborator's feedback was crucial to ensure that the design was appropriate for the methodology. Our unique contributions integrated different knowledge sets to improve the study as a whole.

2. *Increased understanding of and respect for different epistemological positions.* Some of my colleagues and friends in my PhD program have epistemological stances that are different from mine. By trying to learn about and understand their perspectives, I am forced to question my own assumptions. Bridging different epistemological perspectives in interdisciplinary work has forced me to step outside of my comfort zone. This has also allowed me to acknowledge limitations in my way of thinking and to challenge myself to find ways to improve. I am currently collaborating on a paper that considers a positivist methodology through a critical studies lens. While sometimes I feel like my collaborator is talking in another language, we share the goal of examining and encouraging the implementation of socially conscious research practices. By listening and learning from each other we are engaging in scholarship that we are proud of.

3. *The realization that I will always be learning (and that sometimes I will be wrong).* One of the challenges of interdisciplinary research (and graduate school in general) is recognizing where my knowledge is lacking and striving to address my limitations. My goal as a scholar is to become the best researcher that I can be, not to know everything or to always be right. I try to fulfill this goal by exposing myself to a variety of perspectives, allowing myself to be wrong, and, most importantly, using my mistakes as opportunities for improvement.

Interdisciplinary work helped me realize that by learning about different perspectives, I am better able to define my own. Through interdisciplinary collaboration, I gain a deeper understanding of the advantages and limitations of my point of view. I am no longer overwhelmed by all that I do not know; instead, I am motivated by all that I have to learn. ✨

Glenna Read-Bullock Bio:

Glenna Read-Bullock (gread@indiana.edu) is a doctoral candidate in the Media School at Indiana University. She earned her M.A. in Experimental Psychology at Appalachian State University. Her research takes a social cognitive neuroscientific approach to advertising. Specifically, her research investigates how central and peripheral nervous system responses to people in advertisements manifest in attitudes towards advertisements and consumer behavior. Her dissertation examines how news stories highlighting social identity in advertising campaigns and ease of social categorization of models influence cognitive and emotional processing of advertisements. She has received the 2017-2018 Indiana University Dissertation Fellowship for this work.

Xinyu Lu (University of Minnesota)
Pushing beyond Your Comfort Zone

As a student who has educational backgrounds in different disciplines in the past (Linguistics as my undergraduate major and Journalism as my M.A. major), I was finally drawn to the field of advertising because I have always been fascinated and amazed by the numerous ways brands can connect with people through advertising across the globe. Compared with my journey to earning a M.A.




Xinyu Lu

degree during which I cultivate interests in research, my journey to earning a Ph.D. degree is characterized more by taking the full accountability for striving to establish a scholar identity. Embarking on a journey to pursuing a Ph.D. degree in a different field can be daunting, but I have been lucky enough to be advised and guided by amazing scholars in the field over the years.

Be proactive, not reactive. As I entered the Ph.D. program, one valuable piece of advice I received from my advisor Dr. Jisu Huh that has always stuck in my mind is to be proactive in the academic career, just as what a sound strategic communication program should be. If you want to build a beautiful mansion in the end, you'd better lay bricks day after day as planned rather than just fantasizing about how beautiful it would probably be. Keeping the advice in mind, I began to actively participate in academic conferences, apply for external grants, reach out to fellow graduate students for collaboration, register for helpful academic training, and engage in service activities such as organizing our school's own graduate student research conference, etc. Although taking the first steps such as making an academic conference presentation, and submitting a manuscript to a journal, could be frightening, they were rewarding at the same time.

Enjoy the rewarding experience of teaching. While research is exciting and important to me, I am also dedicated to teaching. I used to feel that I wasn't prepared for teaching until my AAA mentor Dr. Jooyoung Kim reminded me of the importance of teaching for a scholar during our meeting at the first-timer's breakfast at the AAA conference last year. As an international student who has never taught before, I was frightened and worried about whether I was capable of teaching and engaging students. But after pushing beyond my comfort zone and deciding to teach the course of Principles of Strategic Communication, I realized that I am so passionate and excited about sharing knowledge and interacting with students. Through using various teaching strategies such as lectures, class discussions, video clips, and in-class group activities, I try to advance the curriculum and engage students to facilitate their learning in a fun studying environment. I would never realize how rewarding this experience would be if I hadn't pushed the envelope in the beginning. Now I even want and hope to teach or develop new courses in the strategic communication field.

Embrace hurdles and uncertainties. Oftentimes when faced with important tasks and deadlines, I find myself being caught in anxiety and sometimes procrastinate to cope with this negative feeling, which is self-defeating. After researching about how to overcome this, I then realized that I should just start to accept and embrace all the potential hurdles and overcome negative feelings by laying a solid foundation day after day methodically. The sense of camaraderie between fellow graduate students in my department also helps a lot to address anxiety and other negative feelings.

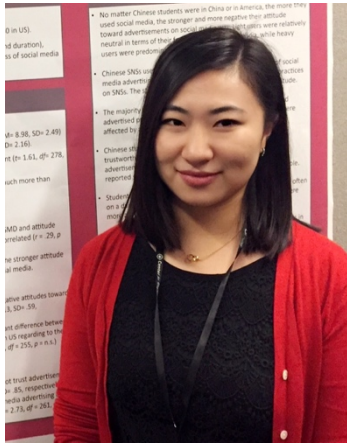
Last but not least, I hope all of us fellow Ph.D. students will enjoy the experience of being a student and researcher at the same time and learn as much as we can from our encouraging professors and colleagues. 

Xinyu Lu Bio:

Xinyu Lu (luxx0280@umn.edu) is currently working on a Ph.D. degree at the Hubbard School of Journalism and Mass Communication, University of Minnesota, Twin Cities. Her research interests focus on understanding consumer psychology underlying the effects of digital advertising and consumer engagement on social media. One of her current research projects empirically examines consumers' responses to online behavioral advertising (OBA), testing the role of two personalization strategies (ad timing and ad-context congruity). She also teaches Principles of Strategic Communication at Minnesota. She received her M.A. in Journalism at the Media School, Indiana University Bloomington.

Anan Wan (University of South Carolina)

“How many of you are using ad blockers?” I asked my students in Account Planning and Principles of Advertising, the first two classes I taught as a graduate student at the University of South Carolina. Surprisingly, more than 90% of them raised their hands. Then I asked “what do you think advertising is?” They responded with confused faces, mixed feelings, and even negative opinions. Even though advertising is their major and most of them are pursuing it as their future career, my undergraduate advertising students were puzzled.




Anan Wan

This question has always driven my interests in research: how do people understand advertising? To be more specific, whether and how different people understand advertising differently. I tried to better understand how advertising students perceive advertising differently from the students without any advertising or marketing background, by conducting a mixed-method study using both qualitative interviews and surveys. Although the results were consistent with the responses from my own undergraduate students that the majority of them had quite negative attitudes toward advertising, the more I realized these future advertising professionals were eager to understand the complexity of advertising in the social media era.

Moreover, the consumer behavior courses I had in the business school have opened my mind to another notion: for brands, what promotional communications can achieve might be more important than how they are done. Whether we use advertising or any of the other forms of mass communications, as long as the consumers can be positively influenced, we may say our efforts are not wasted. Thus, this brings me another set of questions: what is advertising in this social media era? Is advertising still as important as it used to be? Do we need to “update” our understanding of

advertising following the pace of the constantly changing technology and social environment?

Those observations and questions have also inspired my dissertation topic. The traditional way of defining advertising as the paid, mass-mediated, and identified way to persuade audiences might not be adequate in today’s digital world. As advertising is designed to be more native or less identifiable, which leads to audiences’ inability to distinguish “paid” vs. “unpaid” content, perhaps any mass-mediated information that tries to influence people also can be seen as “advertising.” While traditional advertising emphasizes “reach,” advertising on social media can be more about “engagement.” Whether the persuasive information is “paid,” “earned,” and/or “owned” by the company, if advertisements allow the audience to co-create the brand image and to engage in two-way communications with other audiences and the brand, social media advertising may have a better chance to persuade or at least leave an impression. Thus, a strategically-mixed plan of combining the “paid,” “owned,” and “earned” media can be even stronger than just focusing on “traditional” advertising alone.

The rise of native advertising could be another good reason to move these questions forward. Previous research on native advertising has shown its “deception” and effectiveness due to how it disguises the paid and promotional nature of the content as the organic and editorial content. Many scholars and practitioners might think native advertising is a deceptive way for consumers, but do consumers even care whether the content they see is paid or not, if the content draws their attention and relates to their interests? People love good and creative advertisements; the bad ones are what they dislike. So, what are the other and more important things in our advertisements that can break through media clutter and attract consumers? That might be even more important than discussing whether native advertising is deceptive or not. 

Anan Wan Bio:

Anan Wan is a doctoral candidate in Mass Communications at the University of South Carolina. Wan conducts research in advertising, media technology, social media, and media psychology. Her recent studies have examined native advertising on social media platforms as well as emerging communication technologies such as bullet screen videos. While a student at South Carolina, Wan has been the instructor of record for both Principles of Advertising and Account Planning. She recently won the School’s Graduate Student Excellence in Teaching Award. Her dissertation chair is Dr. Carol Pardun.

Adrienne Muldrow (Washington State University)


Why, why, why? Before entering graduate school, “why” was a word I did not dare to ask as a cog in corporate America. I always wanted to know why people act the way they do in society. I no longer wanted my whys to be constrained, but I wanted to pursue a life of bondless inquiry where I could satiate my curiosity to answer all the whys. These whys could not be answered outside of the freedom of an academic life. To get to your whys, here are a few things that I had to learn along the way:



Adrienne Muldrow

- 1. Write early and often.** Try to choose a project that you are passionate about in your first year and try to refine this project with your co-authors and other faculty members. By the beginning of your third year, you should have an exceptional article to submit to a highly respected journal in your field.
- 2. Take advice from students before you.** Students that are more advanced in the program than you are can offer a wealth of advice. They know what information that needs to be categorized for the best performance on your preliminary exams. They know what teaching assistant duties are expected from each professor. Also, they have suggestions about how to pace yourself throughout your program.
- 3. Attend conferences.** Conferences are an important gateway to your discipline. Top conferences will often be attended by top scholars in the field. By attending top conferences, you can speak with top scholars in your subject area. Additionally, conferences allow for networking so that you can get to know scholars in your field in a conversational manner. Moreover, I find the best use of conferences is that it offers a window into future topics of interest.
- 4. Find your area of passion.** The faster you get to know what you what to be known for, the faster you will be able to

build a series of integrated articles in this area and thus be able to get your name attached to your area of passion. In this regard, you will start building a name for yourself earlier along with the extra bonus of making the selection about your dissertation topic easier and more streamlined.

Lastly, your graduate journey may not go as you initially expected, but you will get a chance to join very few people in society who will have the freedom to pursue the whys research questions that intrigue you. Work hard and stay focused. 

Continued from page 3 by *Wei-Na Lee*.
why we do what we do.

Spend Time on Research Questions

I regularly teach a doctoral seminar on advertising research. A challenging aspect of the course for those junior researchers (i.e., first year doctoral students) is usually about asking the right research questions. Although this is always the first thing we teach in a research class, it is easily forgotten when we get busy. Interestingly, I have discovered that this is sometimes also a challenge for seasoned researchers when I was editing the *Journal of Advertising*.

Asking the right research questions is the most important part of a research study/program. There are questions that we seek to answer in a specific study. There are also overarching research questions that guide our research programs and, oftentimes, careers. Both are important. During early stages of our careers, we probably focus more on research questions for specific studies and think less about the big picture. Overtime though, it is a good idea to periodically survey what we have studied and answered. Also, what we have not been able to answer or answer well. In this way, we find the next steps for our research and stay focused in our pursuit. These days, we often ask job applicants or tenure promotion candidates for their research statements (i.e., explaining their guiding research questions). I think this is a worthwhile exercise to do regardless of whether we are looking for a job or a promotion. By carefully

Adrienne Muldrow Bio:


Adrienne Muldrow is the equivalency of a fourth-year graduate student at the Edward R. Murrow College of Communication at Washington State University where I study advertising, public relations, and health communication in the contexts of body image, gender, and health decision making. I am primarily interested in behavioral effects resulting from strategic communications in these domains. I use both quantitative and qualitative analysis to answer research questions that would be relevant to the public. Before I started my Ph.D. in Communication, I obtained my Master of Business Administration and a B.S. in Business Administration from the University of South Carolina. Before graduate school, I worked for several advertising agencies where I performed advertising, and public relations work with clients in the fast food, banking, and healthcare industries.

thinking through how each of our studies moves us closer to answering the overarching research questions, we grow a cohesive research career and a body of knowledge.

Giving Back is Important Too

As we all know, the Academy is where all things advertising are carefully thought about and studied. If you take a look at topics that are covered at annual conferences and articles that appear in Academy's journals, you'd get an idea of the breadth and depth of our interest and knowledge. This makes the Academy an ideal community to advance advertising scholarship. Indeed, in addition to conferences, the Academy has put forth many initiatives/activities to nurture research such as the mentor program, meet-the-editors sessions, pre-conference special topics, research fellowships, and dissertation proposal awards, etc. These are great opportunities for us to interact with other researchers, elevate our work, sharpen our thinking, and learn new ideas. When we take advantage of them, I hope we are thinking about giving back to the community.

Giving back is also an important part of research and can take on many forms. We can make ourselves available to hear research ideas and give suggestions. We can provide constructive and timely comments in a paper review. We can become mentors. Or, we can simply be good role models on how to build a research program.... The list goes on. I believe giving back keeps us fresh and grows the field.

One final remark: To me personally, the most rewarding part of a research journey is working with enthusiastic and fearless students. They make the journey a truly satisfying one. 

Continued from page 4 by Anastasia G Kononova.


creative thinking. Professional training involves basic “where-to-click” skills (e.g., working with marketing research databases) as well as higher-level abstract and analytical thinking pertaining to understanding difficult terms, such as GRP or BOI, interpreting numbers, and nailing media campaigns with clear objectives and narrowly defined target audiences. This type of training is important to give learners hands-on experience that will contribute to their competitiveness in the marketplace at least in the short run. In their evaluations, students describe their experiences with the course as “real-life” and useful. They appreciate the relevance of the material to the near-future job tasks and opportunity to apply for internships offered by invited guest speakers from big companies and agencies.

Professional training, however, won't protect our graduates from technology-driven changes. The moment a job becomes automatic (and I suggest above that this is true for

low-skill as well as analytical and creative jobs), a machine can do it. That is why it is crucial to include a critical and creative thinking component even in highly professional, hands-on advertising classes.

My favorite part of the media-planning course is to give students critical-thinking teasers. While analytical skills are required of them to sell a campaign to a client and a product to a target audience using a carefully crafted media mix, being critical means asking deeper questions about the fundamentals of their profession. Why do we need to sell at all? How ethical is it to use personalized targeting strategies in the era of big data and growing privacy concerns? Putting things into perspective is a part of having a critical mind and it is achieved by facilitating discussions about the past and the future. Why were media important in promoting life-changing products such as a light bulb? What do history and culture tell us about the difference in the prime time between Eastern and Central U.S. time zones? Will robots take over or work shoulder to shoulder with humans to plan advertising campaigns? Can AI think creatively, experience emotions and empathy, and make ad content and media channel decisions that are optimal from efficiency and humanism perspectives? Questions like these are endless, fun, and easily incorporated into the fabric of any media-planning lecture.

Critical approach allows students to look at their professional self in multiple contexts, predict what skills will be in demand in the algorithm-dominated future, and learn them fast. It goes hand in hand with creative thinking that helps deal with uncertainties of today's advertising workplace. Creative thinkers don't need a plan B for professional thriving as they are flexible and perceive change as an opportunity.

Creative thinking is the opposite of what I call “routine doing.” Teaching media planning for several years, I experimented with different teaching tactics, including teaching by example. I provided students with samples of successful media plans to find later that many blindly followed the format. Final media plan project was just another “routine”, automatic submission and, while doing it correctly, some students lost the creative sparkle. To deal with this teaching challenge this semester, I am setting limits on what options students may use in their projects. To get them out of their comfort zone, I am asking them not to target people like them, not to overuse social media vehicles, and, instead, research and include media they don't typically use as part of their media mixes. If they master to surprise others with unorthodox ideas today, they will definitely be fine after graduation, even if machines do most of the tasks they are learning about in today's classroom. 

AAA Notes

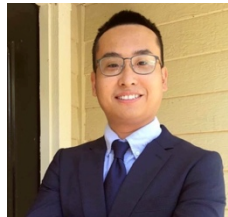
Awards and Honors



Sun Joo (Grace) Ahn

Dr. Sun Joo (Grace) Ahn (University of Georgia) received University of Georgia Charles B. Knapp Early Career Scholar Award. This award recognizes outstanding accomplishment and evidence of potential future success in scholarship, creative work or research

by an early career faculty member in the social and behavioral sciences.



Min Xiao

Min Xiao (Ph.D. Student) received Outstanding International Graduate Student Award of the University of Florida for the school year of 2017/2018.



Dmitry Senderov's agency, STRONG, was recognized as the best among the independent agencies of Russia and was awarded in the category "Agency No. 1: Best Customer Service" at Adindex Media

Awards. The winner was determined as a result of a survey of representatives of more than 140 companies - advertisers and compiling a rating of 30 largest media publishers. Top managers of leading international companies evaluated the work with network and independent agencies on several indicators of media procurement.

Grants and Fellowships



Joonghwa Lee



Soojung Kim

Drs. Joonghwa Lee and Soojung Kim (University of North Dakota) received Korea Advertising Society's Research Grant for Emerging Scholars in 2017.

Job Changes, New Hires, and P&T



Sukki Yoon

Dr. Sukki Yoon has been promoted to Professor of Marketing at the College of Business at Bryant University.



Rob Potter

Dr. Rob Potter was promoted to Professor in The Media School at Indiana University. Potter continues in his role as Director of the Institute for Communication Research.



Don Hurwitz

Dr. Don Hurwitz, formerly Associate Professor and Chair of the Department of Marketing Communication, recently Senior Executive in Residence, retired from teaching at Emerson College August 31, 2017. He looks forward to remaining active in the field via his research, service and consulting activities.

Other News



Carolyn A. Lin

Dr. Carolyn A. Lin (University of Connecticut) will become the new editor of the Journal of Broadcasting & Electronic Media on July 1 and produce her first edition in March, 2018. "As editor of JoBEM, I hope to foster multidisciplinary synergies to further our understanding of how traditional and new media technologies influence individuals, cultures, politics and societies from around the world," said Professor Lin. "I welcome innovative research that contributes to theory, research, practice and policy by investigating issues of historic and contemporary importance. My goal is to position the intellectual leadership of this legacy journal as a comprehensive knowledge source to serve scholars, practitioners, policymakers and interested publics alike."



Dr. Jami Fullerton (Oklahoma State University) was named editor of *Journalism & Mass Communication Educator*. *Journalism & Mass Communication Educator* addresses itself to the professional needs of the

journalism and mass communication educator and administrator on both secondary and collegiate levels. Articles on teaching techniques, new courses and technology help promote excellence in the classroom. Statistical information on student enrollments and career interests, trends in curriculum design, surveys and opinion polls are featured.



John D. Leckenby

Dear 3A Colleagues:
I was delighted to hear from Herb Rotfeld during the 3A International Conference in Japan. It brought back fond memories of one of my first doctoral students at Illinois, Dr. Shizue Kishi, who was at the Conference. We can all be proud the 3A's has long held an international outlook on the discipline. Speaking of

international matters, my partner of 38 years, who holds dual citizenship in the US and Mexico, and I will be moving to Puerto Vallarta, Jalisco, Mexico 🇲🇪 on August 2, 2017, after the August 1 closing on our home of 18 years on a beautiful hilltop in Wimberley, Texas. We have enjoyed living midway between Austin and San Antonio but feel the need for a new adventure! Best wishes to all my 3A colleagues for the continued prospering of this wonderful organization of which I was privileged and honored to be a past president and fellow.

- John D. Leckenby, Ph.D. AA

Have Items for the Newsletter?

- Job announcements
- Call for papers
- Announcements about awards
- Photos for the Photo Gallery
- Names of graduate students to be featured

Send your news items to the Editor, Joonghwa Lee, by **October 15**, at joonghwa.lee@und.edu

Joint Membership



EUROPEAN
ADVERTISING
ACADEMY



Did you know we have a JOINT MEMBERSHIP option for the American Academy of Advertising and the European Advertising Academy?

- **Joint AAA/EAA Regular Membership:** \$100.00 per calendar year for all members worldwide. Members receive on-line access to the *Journal of Advertising*, *The Journal of Current Issues in Advertising Research*, the *Journal of Interactive Advertising*, AAA Conference Proceedings, official AAA mailings, and the online AAA newsletter. Print copies of future issues of the *Journal of Advertising* are sent to all members once dues are paid. And, there is a special member price for print copies of JCIRA. Also, includes voting privileges. \$100.00 per calendar year for all members worldwide. Joint membership includes the EAA/ICORIA newsletters, a discounted rate for ICORIA, and voting privileges. Joint members also receive copies of the *International Journal of Advertising*.
- **Joint AAA/EAA Student Membership:** \$50.00 for all members worldwide. NOTE: Must be a currently enrolled full-time student. May not hold office or vote (AAA Constitution, Article IV-5). Students are entitled to all other Regular Membership benefits plus the EAA/ICORIA newsletters and a discounted rate for ICORIA.

For more information, please visit the [website](#).



Media Plan Case Competition

Top two teams win a portion of \$ 16,000 in scholarship awards. The case file for the 2018 Media Case Competition will be released in the Fall of 2017, allowing ample time for the candidates to complete their entries.

Entries Due March 30, 2018

Media Scholars Week

All-expense-paid Washington, D.C. trip for case competition finalists.

June 9 - 15, 2018

Media Fellows Program

With the Media Fellows Program, the Washington Media Scholars Foundation recognizes enthusiastic and qualified students by awarding several scholarships each academic year. The foundation has distributed over \$400,000 in total scholarship awards since its inception.

These grants support the academic development of undergraduates dedicated to pursuing a career related to the public policy advertising industry.

Applications for the Spring 2018 scholarship distribution are due by November 15, 2017.



www.MediaScholars.org



@MediaScholars



Facebook.com/MediaScholars



@Media_Scholars

A 501(c)(3) organization providing scholarships, networking and educational opportunities for undergraduates interested in public policy media strategy, research and management.

Announcements (Logo Design Contest)

American Academy of Advertising (AAA) — Annual Conference Logo Design Contest Overview for Logo Design Call for Student Entries:

The AAA Annual Conference Logo Design Contest is in its fourth year and is now open to any paid AAA member faculty who teaches a design-related course to submit up to **FIVE (5) student logo designs** for the 2019 AAA Annual Conference in Dallas. Below are the parameters faculty should use to create guidelines for a course logo design assignment.

Students should design a logo that:

- effectively captures the essence of the host city in a creative and clever way that is not dominantly based on just a city skyline;
—NOTE: An iconic skyscraper element could be part of a logo design if done so in a clever way that will reproduce well as Illustrator "line art" and effectively convey the essence of the city, realizing not all cities will have iconic skylines like Seattle's Space Needle, or a couple of unique skyscrapers in Chicago and New York City);
- speaks to an international audience of AAA members (professors and graduate students who conduct research and /or teach advertising in marketing, journalism and mass communication and other departments; also industry professionals) and potential constituents who may not know some intricacies of the host city; and
- creatively incorporates the "Triple AAA" logo icon in the design in an adequate size that does NOT rotate or un-proportionally distort the "AAA" icon in any way;
—NOTE: the "Triple AAA" logo icon line art file will be available to faculty to provide their students and should remain in "line art" form throughout the design process.


In addition, all entries must address the following mandatories to receive full consideration in the conference logo contest:

- Include TWO (2) separate required text items of: • City name "**Dallas**" (This content should be more "dominant") • "**2019 Annual Conference**" (This content should be designed in a more "secondary" treatment compared to the city name);
- The design should be a solid, aesthetically pleasing logo "unit" (the student designer should ensure text is not floating but is effectively designed into the unit);
- The logo "unit" should be designed to ensure readability when reproduced in small sizes, (as small as 1/2" squared on the conference name badges, etc.);
- The required text should be treated in a large enough proportional size that it is not hidden or too small to be readable;
- All logo elements should be the original creation of the student and NOT include any existing "clip art";
- All files should be created solely in black & white (greyscale) with NO color applied to any elements including the "AAA" icon.

ENTRY SUBMISSION PROCESS & GUIDELINES:

- Entries are limited to a TOTAL of no more than **FIVE (5) per academic institution**;
- Entries should be submitted directly by the Faculty Member (entries will NOT be accepted directly from students; uploaded) on the AAA website.
- All entries should be designed in a Vector Art design application like Adobe Illustrator and submitted in EPS Line Art Format with ALL text "Converted to Outlines";
- Entries should be designed during the FALL 2017 academic semester in a course taught by a PAID AAA Faculty Member;
- **Entries are due by 11:59pm EST Friday Jan 5, 2018.**

LOGO CONTEST JUDGING:

- All logo entries will be judged as B&W "line art" by a panel of professional designers in an online survey in January 2018 to determine the best designs;
- In addition to the above logo design parameters the panel of professional designers will also be asked to critique and rank the student logo designs with the understanding that many of the students designing these logos are NOT professional graphic designers nor are they even necessarily graphic design majors. Many students are likely learning design for the first time as a possible career option, and that some "polishing" of winning logos by AAA will be necessary but done so as not to alter the student's design concept, but just to "polish" up the technical sizing/placement of elements;
- A final set of Horizontal and Vertical logo treatments will be created by the AAA Art Director after final voting and approval of the winning design (this set of final logo files will include one version WITH the AAA "brand" logo when that AAA organization logo is NOT also used elsewhere on a piece of communication, and versions WITHOUT the AAA "brand" logo for communication material that the AAA "Brand" logo will already be included);
- Up to three (3) of the top student designs will be displayed for an on-site vote of PAID AAA Members at the 2018 Annual AAA Conference in New York City to ultimately determine the winning 2019 Dallas conference logo design. 

Announcements (Call for Papers)

Journal of Advertising **Special Issue: Advertising and Children**

Guest Editor

Michelle R. Nelson, University of Illinois at Urbana-Champaign

Manuscripts are currently being solicited for an upcoming special issue of the *Journal of Advertising* (JA) dedicated to **Advertising and Children**.

JA is the premier journal of the American Academy of Advertising, an organization of advertising scholars and professionals with an interest in advertising and advertising education. The journal covers “significant intellectual development pertaining to advertising theories and their relationship with practice.”

For more than 40 years, scholars, practitioners and public policy makers have been interested in the effects of advertising on children. Today the forms of advertising and the uses of media have changed drastically. At the same time, the nature of childhood, definitions and structures of family, approaches to parenting, and academic understanding of children are also changing. These changes necessitate new forms of scholarly inquiry into advertising and this special audience.

The purpose of this special issue is to draw from across methodological and disciplinary perspectives to examine issues related to children through age 18. Submissions from across academic fields are encouraged. Papers may include conceptual frameworks, literature reviews, historical approaches, experiments, surveys and qualitative approaches. Potential research questions and topics that may be addressed include (but are not limited to):

- * Use and effects of newer forms of advertising and media technologies, including social media and mobile devices
- * Issues related to ethics and fairness of advertising to children, including privacy, effective parental mediation, and blurring of commercial and non-commercial content
- * Media literacy and persuasion knowledge of children
- * Potential for positive and negative effects of advertising to children including health-related behaviors, materialism, consumer literacy, and normative beliefs
- * Consumer socialization of children
- * New theoretical perspectives, such as the sociology of childhood, children’s lived perspectives, consumer culture theory, and children as active interpreters
- * How children and their behaviors are represented in advertising
- * Cross-cultural issues in advertising to children
- * Stakeholder Perspectives (e.g., parents, educators, advertisers, trade groups, policy makers, medical professionals) in advertising to children

Submission Guidelines

Submissions should follow the manuscript format guidelines for JA at <http://www.tandfonline.com/toc/ujoa20/current>. A manuscript should not normally exceed 12000 words, including all references, tables, figures, and appendices.

The submission deadline is January 30, 2018.

All manuscripts should be submitted through the JA online submission system, ScholarOne, at <http://mc.manuscriptcentral.com/ujoa>, during January 1-30, 2018. Authors should select “SPECIAL ISSUE: Advertising and Children” as “Manuscript Type.” Please also note in the cover letter that the submission is for the Special Issue on Advertising and Children. Manuscripts will go through a peer review process, and the Special Issue is planned to appear as the first issue of 2019.

Special Issue Guest Editor

Michelle R. Nelson, Associate Professor, Charles H. Sandage Department of Advertising, Institute of Communication Research, University of Illinois at Urbana-Champaign.

<https://media.illinois.edu/michelle-nelson>

For additional information regarding the Special Issue, please contact the Guest Editor at JAadvertisingandchildren@gmail.com. 

Announcements (Call for Papers)

Journal of Interactive Advertising **Special Issue on Digital Technologies & Advertising Change**

Guest Editors

Sally McMillian & Courtney Childers, University of Tennessee

Submission Deadline: December 31, 2017

Manuscripts are currently being solicited for an upcoming special issue of the *Journal of Interactive Advertising (JIAD)* dedicated to understanding how digital technologies have affected advertising change.

BACKGROUND

Shortly after the dawn of the commercial era of the Internet, Rust and Oliver (1994) predicted the death of advertising as we know it. They forecast that technology-enabled producer-consumer interaction would eliminate the need for the mass media advertising model, and warned advertising educators to transform themselves into departments of information transfer or face extinction by 2010.

Doomsday has passed and advertising remains, along with those pesky advertising educators. Nonetheless, most scholars and practitioners would agree that digital technologies have affected the advertising discipline. Some suggest that digital technologies are simply a continuation of the history of media change with new definitions and tools, but the field remains fundamentally intact (Dahlen & Rosengren, 2016; Huh, 2016; Schultz, 2016). Others proclaim that digital technologies have begun to reshape advertising scholarship and practice in revolutionary ways (Mallia & Windels, 2011; Martin & Todorov, 2010; McMillan & Childers, 2017).

The *Journal of Interactive Advertising*, since its debut in 2000, has offered a venue for exploring new forms of digitally enabled advertising. This special issue of *JIAD* will provide a space for examining broad questions of change in advertising scholarship and practice. Are these advertising changes evolutionary or revolutionary? Incremental or fundamental? Continuous or discontinuous? Productive or destructive? The primary goal is to provide a scholarly forum for research and commentary that directly addresses these questions about changes in the advertising field. Scholars are encouraged to reflect and detail various theoretical perspectives. Literature reviews, historical analyses, and conceptual papers are sought. Scholars are also encouraged to submit empirical studies that support views on how digital technologies are continuing the traditions of advertising and/or leading to the death of advertising as we know it.

TOPICS

Potential research topics may include, but are not limited to, examinations of how changes in digital advertising have (or have not) effected:

- Brand communication
- Consumer behavior
- Critical perspectives
- Ethical considerations
- Interactions between brands and consumers
- Measurement of advertising effects
- Media Technology (e.g., social media, augmented reality, virtual reality, Web 3.0, etc.)
- Media use and advertising delivery (e.g., mobile, location-based, etc.)
- Multi-cultural communication
- Pedagogy
- Relationships between advertising and content

- Roles and practices in advertising and marketing firms
- Understanding of “mass” and “personal” communications

All manuscripts for the special issue should follow *JAD* formatting guidelines (available on the journal's web site: <http://www.tandfonline.com/toc/ujia20/current>.) and be submitted via the ScholarOne online system <https://mc.manuscriptcentral.com/ujia>.

The **deadline to receive manuscripts is December 31, 2017**. Authors should select “SPECIAL ISSUE: Digital Technologies & Advertising Change” as “Manuscript Type.” Please note in the cover letter that the submission is for the Special Issue on Advertising Change.

- All articles will undergo blind peer review.
- Authors will be notified no later than April 1, 2017, on first round editorial decisions.
- The anticipated date for publication of the Special Issue is Fall 2018.

For questions or additional information regarding the special issue, please contact the guest editors: Dr. Sally McMillan, sjmcmill@utk.edu, +1.865.974.5097, or Dr. Courtney Childers, childers@utk.edu, +1.865.974.5108.

The University of Tennessee, Knoxville
 School of Advertising & Public Relations
 476 Communications
 Knoxville, TN 37796 USA

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Announcements (Call for Papers)

International Journal of Advertising **Special Issue: 'New Trends in Digital and Social Media Advertising'**

Guest Editors

Chang-Hoan Cho, Yonsei University, South Korea
Jin Seong Park, Incheon National University, South Korea

Extended Abstract Submission: Deadline Extended to September 25, 2017
Full Paper Submission Deadline: February 3, 2018

The 2017 Korea Advertising Society (KAS) Global Conference will be held in Gangneung, S. Korea, November 3-4, 2017. Digital revolution is fundamentally transforming marketing practices, making them more interactive, experience-based, personalized, data-driven, and accountable. Digital advertising can make customers more engaging with and loyal to brands via creative and innovative digital technologies such as social media, AR/VR, big data analytics tools, etc. In particular, social media advertising is becoming a more important communication tool for marketers to create authentic brand conversation and build a long-lasting relationship with customers.

The 2017 Korea Advertising Society (KAS) Global Conference has created a special track that seeks manuscripts that contribute to advancing our theoretical and practical understanding of digital and social media advertising. Selected manuscripts from the submissions to the 'New Trends in Digital and Social Media Advertising' track of '2017 Korea Advertising Society (KAS) Global Conference in Gangneung, S. Korea (November 3-4, 2017)' will be considered for possible publication in a special issue of *International Journal of Advertising* (SSCI). All manuscripts submitted to this special track must focus on digital and social media advertising. Theoretical, empirical and case-based papers will be considered.

Topics of interest include (but are not limited to):

- Various digital advertising practices (e.g., keyword search advertising, native advertising, mobile advertising, VR/AR advertising, etc.)
- Various social media advertising practices (e.g., in-feed advertising in SNS, influencer marketing in SNS, etc.)
- Effectiveness of digital and social media advertising
- Consumer behaviour in digital and social media advertising
- Psychology of digital and social media advertising
- Creativity in digital and social media advertising
- Cross-cultural issues in digital and social media advertising
- Technology integration and application in digital and social media advertising.

Step 1 - Extended Abstract Submission: Deadline Extended to September 25, 2017

- Authors should submit their extended abstracts to the 'New Trends in Digital and Social Media Advertising' track of '2017 Korea Advertising Society (KAS) Global Conference in Gangneung, S. Korea' to be qualified for the formal full-paper submission to the IJA Special issue.

- Authors should express explicitly on the title page their intentions to publish their full papers in this IJA special issue.

- Submission guidelines for the extended abstract for 2017 KASC in Gangneung can be found at:

<http://www.koads.or.kr/new/eng/eng05.asp>

- Track Chair: Dr. Chang-Hoan Cho (Yonsei University, S. Korea)

- Track Co-Chair: Dr. Jin Seong Park (Incheon National University, S. Korea)

- Track chair and co-chair can be reached at kas.ija.special@gmail.com

Full Paper Submission Deadline: February 3, 2018

- Submitted extended abstracts will be subject to a rigorous double-blind review to evaluate their eligibility for presentation at the 2017 KASC in Gangneung
- Only the extended abstracts that are accepted and presented at the 2017 KASC in Gangneung will be eligible for full-paper submission.
- The track chair will select the best extended abstracts among those presented at the 2017 KASC in Gangneung and invite the authors to submit their full papers to the IJA Special issue on 'New Trends in Digital and Social Media Advertising' for the formal review.
- All papers should be formatted according to the IJA Submission Guidelines.
(<http://www.tandfonline.com/action/authorSubmission?journalCode=rina20&page=instructions>)
- All submitted full papers are subject to the formal double blind review process of the IJA.

Submissions and inquiries should be directed to:

Guest Editor-in-Chief of the special issue: Dr. Chang-Hoan Cho (Yonsei University, S. Korea)

Guest Managing-Editor of the special issue: Dr. Jin Seong Park (Incheon National University, S. Korea)

Both can be reached at kas.ija.special@gmail.com

For more information contact: Korea Advertising Society (<http://www.koads.or.kr/>), ShinChunDong 7-11, SongPaGu, Seoul, Republic of Korea, e-mail: kas0264@hanmail.net, Tel: +82 2 2144 0264; Fax: +82 2 2144 0265 ~~AA~~

Announcements (Call for Papers)

International Journal of Advertising **Special Issue on Native and Covert Advertising Formats**

Guest Editors

Bartosz W. Wojdyski & Nathaniel J. Evans, University of Georgia

Submission Deadline: April 1, 2018

Manuscripts are currently being solicited for an upcoming special issue of the *International Journal of Advertising* (IJA) dedicated to native, covert, and potentially deceptive advertising formats.

In recent years, the ubiquity and growth in mobile and online content consumption has fueled the proliferation of digital advertising formats. In attempts to engage consumers with advertising during digital media consumption, advertisers have increasingly turned to formats that may be less clearly delineated that may appear to the reader, at least initially, to be content rather than advertising. These formats include, but are not limited to, sponsored content, native advertising, advergames, sponsored social media posts, influencer videos, paid product reviews and blog posts.

This special issue seeks to address the implications of the rise of native and covert advertising formats for the study of advertising effects. We welcome papers on any of the following topics and approaches, and we particularly encourage conceptual papers and submissions that offer meaningful contributions to advertising or communication theory in this area. Potential research questions and topics that may be addressed include (but are not limited to):

- Information processing and/or psychophysiological approaches to studying covert advertising recognition or deception
- Empirical comparisons between covert and more overt advertising formats, or between differing covert formats
- Big data approaches to analyzing native and/or covert ad effectiveness
- Qualitative examinations of consumer responses to native advertising
- Examinations of longer-term or repeated-exposure effects of native or covert advertising on attitudes and trust
- Industry perspectives on the use, effectiveness, or ethics of native advertising

Submission Guidelines and Review Process

Submissions should follow the manuscript format guidelines for IJA at

<http://www.tandfonline.com/action/authorSubmission?journalCode=rina20&page=instructions>. Manuscripts submitted to the special issue should be original contributions and should not be under consideration for any other publication at the same time. Manuscripts should not exceed 8000 words, including references, tables/figures, and appendices.

All manuscripts should be submitted through the IJA online editorial management system at <http://www.edmgr.com/i-j-a/default.aspx>, during the period of February 15 through April 1. Authors should select "Special Issue: Native and Covert Advertising Formats" as "Article Type". Please also note in the cover letter that the submission is for the Special Issue on Native and Covert Advertising Formats. Manuscripts will go through a peer review process, and the Special Issue is planned to appear in a 2019 issue.

Special Issue Guest Editors

Bartosz W. Wojdyski, Assistant Professor, Department of Journalism, Grady College of Journalism and Mass Communication, University of Georgia. <http://grady.uga.edu/faculty/bartosz-wojdyski/>

Nathaniel J. Evans, Assistant Professor, Department of Advertising and Public Relations, Grady College of Journalism and Mass Communication, University of Georgia. <http://grady.uga.edu/faculty/nathaniel-j-evans/>

For additional information regarding the Special Issue, please contact the guest editors at nevans4@uga.edu or bartw@uga.edu. 

Announcements (Call for Papers)

Journal of Marketing Communications **Special Issue: Replication in Marketing Communications Research**

Guest Editor

Kim Sheehan, University of Oregon

Submission Deadline: December 15, 2017

The Journal of Marketing Communications is proud to announce a special issue addressing “Replication in Marketing Communication Research.”

Replication of research results is important for many reasons. It is key to the credibility of the field of marketing communication and increases confidence in research findings. Replications help develop and refine theory (Easley, Madden and Dunn, 2000). However, replication papers tend to be very rare, as many potential outlets for publication do not view the results as inherently novel (Madden, Easley and Dunn, 1995). Replication research can also be hampered by inaccessible data and by sampling issues. Example: many studies in our field now use online panel data, a type of convenience sample. Convenience sampling is an acceptable choice *if research findings can be replicated across varied samples*.

This special issue will publish replications of central and/or important results within Marketing and Corporate Communications, or conceptual papers that address the issue of replication in these domains. Researchers should consider findings that fit one of these categories

- Address foundational, important topic areas in the domain of marketing communications;
- Are widely referenced in the marketing communications literature;
- May have produced controversial results.
- Theoretical/conceptual papers concerning replication in marketing communications

Replicated studies will generally have been published in a journal relevant to marketing/corporate communications. Here, studies are needed that bring additional insight to existing knowledge. Submitted papers should be concerned with one or more of the following areas in mind:

1. Properties of the particular sample used for replication: papers with larger and/or different samples, or samples for a different context than the study being replicated.
2. Papers which reproduce with exactitude extant studies which may result in different outcomes, or confirm or augment extant knowledge.
3. Model constructs: improved model specifications, more powerful methods
4. Mixed results in findings: papers that help us understand areas where other study results are in conflict.
5. Conceptual papers that add to and deepen understanding of replication,

Theories used in Marketing Communication that could be considered for replication include (but are not limited to):

- Elaboration Likelihood Model (Petty and Cacioppo, 1986)
- Theory of Reasoned Action (Fishbein, 1979)
- Theory of Planned Behavior (Ajzen, 1985)
- Diffusion of Innovation (Rogers, 1971)
- Hierarchy of Effects (Lavidge and Steiner, 1961)
- Match up hypothesis (Hawkins, Best and Coney, 1980)
- Persuasion Knowledge Model (Friestad and Wright, 1994)
- Situational theory of publics (Grunig, 1983)

- PR excellence model (Grunig and Grunig, 2008)
- Integrated marketing communications (many authors)


Manuscripts reporting on replications should clearly identify the study or studies being replicated. The manuscript should highlight any differences or similarities relative to the prior work or works (e.g., measurements, manipulations, participants, etc.) and how these differences/similarities inform the literature (e.g., validity/robustness of constructs). If the results provide confirming evidence, then the paper should attempt to estimate effect size across studies in order to advance knowledge and understanding of the significance of the results. If the results are substantially different than the original work, the submission should discuss potential reasons and resultant implications for theory, scholarship and practice.

Where possible, the author(s) of the study being replicated will be invited to provide a short comment to accepted papers.

Papers should be submitted in electronic form in the first instance VIA EMAIL to Prof. Kim Sheehan at ksheehan@uoregon.edu. Please include the letters "JMC" in the subject line of the email. The deadline for submissions is December 15, 2017 with the special issue tentatively scheduled for publication in January, 2019.

All papers should follow the style guide of the Journal of Marketing Communications and be appropriate with regard to length. All papers are subject to the usual double blind refereeing process.

Select References

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Announcements (Call for Chapter Proposals)

Beyond Princess Culture: Gender and Children's Marketing

Editors

Tricia M. Farwell & Katherine A. Foss, Middle Tennessee State University

Marketers of children's products are responding to changes in culture regarding the types of and methods of selling children's products. Target, along with other stores, have attempted to reduce the blue-pink aisle divide regarding children's toys. However, these attempts seem to draw backlash as they are only surface level changes and consumers are asking for more. Studies are beginning to carry out the message that children's play time can reinforce gender stereotypes as well. A 2016 study confirmed that preschoolers who engage in princess play are more likely to carry out female gender-stereotypical behavior (Coyne et al., 2016). In both scholarly and mainstream communities, there is growing awareness of the negative effects of Disney Princess Culture and gender-stereotypical play. And yet, little research has addressed children's media beyond this space, especially products designed to counter or broaden gender norms.

In this proposed book, we will explore the impact of a post-princess space through the examination of the context for marketing children's products, the narratives surrounding children's products, the marketing of products designed to challenge gender roles, spark agency and empowerment in their users, and examinations of marketing that offers alternatives to rigidly gender-coded princess culture. Using theories and frameworks from feminist and gender studies, this anthology will collectively critique the commodification of the post-princess child consumer.

We seek chapter proposals about the marketing of products for children and/or the marketing of children's products to adults. Chapters should be written through a Cultural Studies and critical feminist lens, with attention given to the intersectionality of sex, gender, gender identity, race, ethnicity, and other characteristics. Both qualitative and quantitative projects are welcome.

Suggested Topics: Gender & children's marketing in. . . .

- A particular historical moment or campaign
- Different cultures/communities (or cross-cultural)
- Social media/across platforms
- Gaming or virtual reality
- A category or type of product
- Narratives of marketing children
- Consumer movements regarding children's products
- STEM/STEAM toys
- Response to cultural movements and/or consumer response to marketer's actions

Submit a 350 word abstract and a short bio to with the subject line "Beyond Princess Culture Proposed Chapter" by October 1, 2017 to BeyondPrincessCulture@gmail.com. Notification of selection will be by October 30, 2017. Full chapters will be due by January, 15, 2018. Questions and inquiries can be sent to Tricia.Farwell@mtsu.edu or Katie.Foss@mtsu.edu. ✂

Announcements (Journal of Advertising)



***Journal of Advertising* Virtual Special Issue on Social Media Advertising and eWOM**


The *Journal of Advertising* is pleased to announce the Virtual Special Issue on Social Media Advertising and eWOM. Our Guest Editor, Dr. Louisa Ha, Bowling Green State University, has reviewed all issues published 2011-2017 in the Journal and selected 10 articles for future research in social media advertising and e-WOM.

For more information on this Virtual Special Issue, please click this link:

<http://explore.tandfonline.com/content/bes/ujoa-social-media-virtual-special-issue>

We offer free access to the articles until August 31, 2017.

***Journal of Advertising* Sees Jump in Impact Factors**

Thomson Reuters has just released the 2017 Journal Citation Reports that list 2016 impact factors. *Journal of Advertising* has improved its score from 2.288 to 2.896. The 5-year impact factor has also increased from 2.660 to 3.640. *JA* is now ranked 38/121 (Q2) in Business and 6/79 (Q1) in Communication. 


Announcements (Advertising Educational foundation)



New from the Advertising Educational Foundation: For Your Students

AEF's new FastForum Answers Students' Questions about the Industry

When it comes to jobs in advertising, marketing and media, there is a wealth of information but it doesn't provide the whole picture. To help prospective graduates understand the roles that exist in the industry, the Advertising Educational Foundation (AEF) in partnership with Hearst has developed a series of short films to provide a deeper look. These interviews with a diverse group of professionals provide first person insight into how the industry works to help students chart the right career path.

For more information, please visit the website: <http://aef.com/fast-forum/> 

Announcements (Job)

1,500 undergrad students
16 tenure stream faculty &
29 professors of practice
are looking for a new Chair.

Is it you?



For full details on the Chair opening for the Michigan State University Department of Advertising + Public Relations visit <http://careers.msu.edu/cw/en-us/job/496082/chairpersonmanagement>

Please use the following Michigan State job posting number in all correspondence regarding this search: #440939

The Search Committee will begin evaluation of applicants on September 1, 2017. And we won't be putting our feet up until the perfect Chair is found.

Michigan State University provides equal employment opportunities (EEO) to employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, Michigan State University complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

Michigan State University expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status. Improper interference with the ability of Michigan State University's employees to perform their job duties may result in discipline up to and including discharge. ~~AA~~

Announcements (Job)



**Grady College of Journalism
and Mass Communication**
UNIVERSITY OF GEORGIA

Department of Advertising and Public Relations

Faculty Positions in Advertising

The Department of Advertising and Public Relations in the Grady College at the University of Georgia invites applications for **two tenure-track positions in advertising** to begin August 2018.

Joining the AdPR Department at Grady means being part of a dynamic program at a Research I university with award-winning faculty and students. The program has many industry partners, a virtual reality lab and a state-of-the-art social media-monitoring lab. The proximity to Atlanta, a major media market and technology hub, is a plus.

Academic Rank/Salary

Assistant Professor. Appointments will be commensurate with qualifications and experience. Salary competitive.

Responsibilities

Candidates must have a teaching and research concentration in and commitment to advertising as an academic enterprise. A successful candidate must have a thorough grounding in theory, research, and practice and exhibit the ability to teach a range of undergraduate and graduate courses in advertising and related topics, particularly courses such as advertising media planning, digital advertising, social media analytics, advertising research, and/or campaign planning.

Qualifications

Ph.D. in communication or related field required. Sustained evidence or strong promise of research productivity required. Ability to mentor and direct graduate students also required.

Application Deadline

Screening of applications will begin October 16, 2017 and continue until positions are filled. Applicants should submit a letter of application, a curriculum vita, and the names, addresses and phone numbers of three references to: <http://facultyjobs.uga.edu/postings/2626>.

Applicants should direct questions to: Dr. Karen W. King, Advertising Search Committee Chair, Department of Advertising & Public Relations at kwking@uga.edu

Learn more about the Department of Advertising and Public Relations and the Grady College at www.grady.uga.edu. Georgia is well known for its natural beauty and quality of life (www.georgia.gov). Athens, the home of UGA, is consistently rated as one the nation's best college towns and a wonderful place to live (www.visitathensga.com). The University of Georgia (www.uga.edu) is a land grant/sea institution located 70 miles northeast of Atlanta.

The University of Georgia is an Affirmative Action/Equal Opportunity Institution. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability, gender identity, sexual orientation or protected veteran status. AA

Newsletter Advertising Policy

The AAA Newsletter carries an advertising fee for placement of ads in the Newsletter by commercial entities (e.g., publishers, etc.). The fee will range from \$50 (up to 1/2 page) to \$100 (from 1/2 page to a full page) depending on size.

As a service to AAA members, the Newsletter will continue to post job listings free of charge as well as other types of announcements such as calls for papers, academic or advertising conferences, etc. A list of organizations for which we post conference information follows: This list includes:

- ACCI – American Council on Consumer Interests
- ACR – Association for Consumer Research
- Ad Division, AEJMC (Association of Educators for Journalism and Mass Communication)
- AEJ – Association of European Journalists
- AMS – Academy of Marketing Science
- AMA – American Marketing Association
- AMA SIGS – Relevant Special Interest Groups (SIGS): Advertising, Consumer Behavior, Marketing Research, Marketing and Public Policy
- APA – (Division 23 – Consumer Psychology - see SCP below);
- APA – (Division 46 - Media Psychology)
- Amer. Agri. Econ. Assoc
- ICA – International Communication Association
- NCA – National Communication Association
- SCP – Society for Consumer Psychology (APA Division 23)
- SMA – Society for Marketing Advances

AAA members may also run a brief (1-sentence) announcement about newly released books in the Announcements section. If members wish to run larger ads or announcements about book releases, a partial or full-page ad may be purchased.

See past issues of the Newsletter for samples on other ads that have run. Contact the Editor of the Newsletter, Joonghwa Lee at joonghwa.lee@und.edu, for additional questions or comments.

Deadline for submitting ads to the AAA Newsletter

- AAA Newsletter Published on: March 1, June 1, September 1, December 1
- Ad(s) is due by: January 15, April 15, July 15, October 15 