

In this Issue:

President's Column.....	1
Featured Research.....	7
GMC Special Issue.....	9
Featured Teaching.....	10
Graduate Student Spotlight.....	14
AAA Notes.....	18
Announcements.....	20
Advertising Policy.....	45

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The President's Column

by Sigal Segev (Florida International University)

Dear AAA members,

Ah, summer—the season when academics trade in their heavy winter clothes for stacks of papers, syllabi, and conference schedules. While the rest of the world might picture us lounging by the beach with a good book, the reality is a bit different. Picture this: professors juggling research projects, updating courses, frantically finalizing articles before submission deadlines, and crisscrossing the globe to present at conferences. For many of us, summer vacation is more about diving into journals' archives than the ocean, and our beach reads are more likely to be research papers than breezy novels. Academics in summer are like Energizer bunnies, running from one scholarly task to another, trying to pack a whole year of productivity into a few short, hot (and humid) months. Nevertheless, I hope you all managed to take some time off to relax, enjoy, and recharge your batteries.



Sigal Segev

Planning for the 2025 Annual Conference

Please mark your calendar for March 6-9, 2025. The conference will be at the Omni William Penn Hotel Pittsburgh, PA. Get ready to visit one of the coolest cities you've probably never thought about and be prepared to fill your Instagram feed with the most iconic photos from the Andy Warhol Museum and capture pop art at its best. Conference registration will open in fall 2024. The calls for pre-conference proposals, special topics, and competitive papers were announced in June and are posted on the AAA website (<https://www.aaasite.org/>). The deadline for pre-conference session proposals was August 31, and the deadline for both competitive papers and special topics is October 1, 2024. I can't wait to see you next March at the 2025 AAA annual conference. In addition to the **Best Diversity, Equity, and Inclusion (DEI) Conference Paper Award**, AAA has launched the **Best Purpose Advertising Conference Paper Award Competition**. You may self-nominate your paper for only one of these awards when you submit your competitive paper to the annual AAA conference. For more information about the Best DEI Conference Paper Award and the Best Purpose Advertising Conference Paper Award, please visit <https://aaasite.memberclicks.net/conference>.

It is Going to be an Exciting Fall

This year promises to be exciting, starting with a busy fall. The Graduate Student Interest Committee (GSIC) will hold the 2024 AAA Graduate Symposium virtually on September 20th, 2024. Details about the event were announced in August. Big thanks to GSIC Chair, Kevin Wise,

and the committee for planning and organizing this event. Sponsored by the American Academy of Advertising, this one-day virtual event targets current and potential advertising doctoral students around the world. Renowned professors from top member institutions in the American Academy of Advertising will provide insights into doctoral programs and the academic job market. Current doctoral students will gain a behind-the-scenes look at the academic job market and receive tips on navigating the process. Master's students will learn about top advertising doctoral programs, how to successfully apply, and what it is like to be a doctoral student. I invite prospective and current doctoral students to participate in this highly informative event. There are also opportunities for programs to sponsor the event and become more involved. If you are interested in being involved in the symposium, please reach out to the Sponsorship Committee co-Chairs, Karen King (king.karenw@gmail.com) and Harsha Ganga (gharsha@Colorado.EDU).

In addition, AAA's Diversity, Equity, and Inclusion (DEI) Committee is working on producing short video webinars where advertising practitioners and scholars discuss current DEI issues. These webinars, which will be available to AAA members by mid-Fall 2024, will be followed by a live discussion via Zoom where participants can exchange their opinions, experiences, and insights about various DEI topics. I strongly encourage all AAA members to watch the videos and participate in the discussion to foster a deeper understanding and dialogue around these important issues. Please be on the lookout for more information about the webinars and the virtual discussion session. Thank you to the Chair of the DEI Committee, Ed Timke, and the committee for working on this initiative. I also extend my thanks to former AAA President, Professor Don Jugenheimer, for funding this important program.

Dedicated to our Graduate's Growth: Initiatives to Enhance AAA's Graduate Students' Success

In addition to the Graduate Students Symposium that will take place in the fall, the American Academy of Advertising announced its Non-Dissertation Research Grant for Graduate Students in June. This one-time grant, launched

in recognition of former AAA president Professor Don Jugenheimer, aims to encourage and support graduate students in conducting research on diverse advertising topics. The purpose of this grant is to advance advertising research while assisting graduate students in enhancing and expanding their research portfolios by funding projects that are separate from their dissertation work. For more information about the Non-Dissertation Research Grant for graduate students, please visit <https://aaasite.memberclicks.net/research>. Special thanks to Mark Yim, Chair of the Research Committee, for his efforts to develop the Call.



ICORIA 2024, Thessaloniki, Conference Tags

Broadening Our Borders: Strengthening AAA's Relationship with EAA

Congratulations to the European Advertising Academy (EAA) and its President, Tobias Langner, on the successful completion of the 22nd International Conference on Research in Advertising (ICORIA), held in Thessaloniki, Greece, from June 27-29, 2024. The conference



Jisu Huh, Editor-in-Chief, Journal of Advertising, University of Minnesota



Colin Campbell, Editor-in-Chief, *Journal of Advertising Research*, University of San Diego

theme, "Moving Forward, Looking Back: Advertising in the Advent of AI," reflected the significant changes in the advertising landscape brought about by artificial intelligence (AI) while emphasizing the importance of historical advertising practices.

Through its rich program of research presentations, discussion panels, and speakers, the conference explored the balance between innovative AI technologies and traditional advertising methods. It offered insights into how these elements can be integrated to create effective advertising strategies and advance advertising scholarship and knowledge.



Tobias Langner, EAA President, University of Wuppertal

The conference also brought together members of the American Academy of Advertising (AAA) and the EAA, fostering dialogue, networking, and opportunities for collaboration among scholars



Joint AAA-EAA panel discussion. From left to right: Tobias Langner, EAA President, University of Wuppertal; Sigal Segev, AAA President, Florida International University; Jisu Huh, Editor-in-Chief, *Journal of Advertising*, University of Minnesota; Goerge Baltas, Professor of Marketing, Athens University of Economics and Business & President of the Greek Marketing Academy; Colin Campbell, Editor-in-Chief, *Journal of Advertising Research*, University of San Diego; Antonis Kocheilas, Global Chief Transformation Officer at Ogilvy



Charles "Ray" Taylor, Editor-in-Chief, *International Journal of Advertising*, Villanova University

from around the world. About 20 AAA members attended and presented at ICORIA 2024.

Notably, the pre-conference workshop, "Avoiding Deadly Sins in Journal Submissions: Advice from Editors and Leading Experts," was organized by Jisu Huh, Editor-in-Chief of *the Journal of Advertising*; Charles Ray Taylor, Editor-in-Chief of *the International Journal of Advertising*; and Colin Campbell, Editor-in-Chief of *the Journal of Advertising Research*. This workshop united EAA and AAA scholars to provide practical advice and insights on the dos and don'ts of writing research papers.

The conference also featured the first joint AAA-EAA panel discussion, titled

"Moving Forward, Looking Back: Advertising in the Advent of AI." Led by EAA President Tobias Langner and myself, AAA



Jooyoung Kim, Editor-in-Chief, *Journal of Interactive Advertising*, University of Georgia

President, this panel brought together perspectives from advertisers, consumers, academia, and researchers.



Juliana Fernandes, University of Florida, receives the *International Journal of Advertising's* Best Reviewer Award

Through the insights of top speakers, including Antonis Kocheilas, Global Chief Transformation Officer at Ogilvy, Colin Campbell, Editor-in-Chief of *the Journal of Advertising Research*, George Baltas, President of the Greek Marketing Academy, and Jisu Huh, Editor-in-Chief of *the Journal of Advertising*, the audience learned



At ICORIA's Gala Dinner: Martin Eisend, European University Viadrina; Sara Rosengren, Stockholm School of Economics; Juliana Fernandes, University of Florida; Osnat Roth-Cohen, Ariel University; Sigal Segev, Florida International University; Sydney Chinchanchokchai, University of Akron; Kelly Chu, De Paul University; Sela Sar, University of Illinois Urbana-Champaign

about the necessity of balancing AI innovations with enduring human needs.

I want to thank EAA President Tobias Langner for initiating this joint panel discussion. In light of its success, I hope we will continue hosting these joint sessions in future ICORIA and AAA conferences. Finally, I wish to extend my heartfelt thanks to the hosts of the ICORIA 2024 conference: Christina Boutsouki and Leonidas Hatzithomas from Aristotle University of Thessaloniki, and Anastasios Panopoulos from the University of Macedonia, for organizing such



At ICORIA's Gala Dinner. Henry Kojo Bonsu-Owu, PhD Researcher Universitat Autònoma de Barcelona; Carrie La Ferle, Southern Methodist University; Juliana Fernandes, University of Florida; Sigal Segev, Florida International University; Kelly Chu, De Paul University; Sydney Chinchanchokchai, University of Akron; Johnny Sparks, Ball State University; Ofrit Kol, Ariel University; Dorit Zimand-Sheiner, Ariel University; Sophia Mueller-Bryson, University of Miami; Małgorzata Karpińska-Krakowiak, University of Lodz

an engaging and insightful event and for their wonderful hospitality. I hope we will continue attending ICORIA and can't wait to see our friends from the EAA in Pittsburgh next March!

Explore and Post Job Openings in AAA's Job Bank

I am excited to remind you about the AAA Job Bank, your premier resource for discovering academic job opportunities in advertising programs across the United States and beyond. Whether you are seeking new career opportunities or looking to advance in your academic journey, our Job Bank is designed to help you find the perfect fit. For job seekers, AAA's job bank can help you discover new career opportunities with the most updated list of academic job openings in advertising programs nationwide. For employers, it provides an effective way to reach qualified candidates, enhance visibility of the program, and connect with a diverse pool of talented AAA members. Visit the AAA Job Bank and take advantage of this valuable resource. (<https://shorturl.at/vvLrY>). For any questions or assistance, please contact Joonghwa Lee, AAA's Secretary (Joonghwa.lee@und.edu).

UPDATES

During the summer you received calls for various research grant proposals including **AAA Research Fellowship Grants** (Deadline: Friday, September 13, 2024), **AAA Doctoral Dissertation Grant Competition** (Deadline: Friday, November 1, 2024), **Non-Dissertation Research Grant for Graduate Students** (Deadline: Friday, November 1, 2024), and **S. Watson Dunn Memorial Fund Grant** (Friday, November 1, 2024). Special thanks to Research Committee Chair, Mark Yim and the committee for taking care of the submission and review process.

The Journal of Advertising (JA) has announced a Special Issue dedicated to **Contributions of Biometrics to Advertising Research**. [Learn more here](#). Deadline: November 30, 2024.

The Journal of Advertising (JA) has announced a Special Issue dedicated to **New Challenges to Advertising: A Call for Transformation, Well-Being, and Positive Social Change**. For more

information:


https://think.taylorandfrancis.com/special_issues/new-challenges-to-advertising/. Deadline: March 31, 2025

The Journal of Advertising invites applications to the Student and Junior Faculty Reviewer Training (SRT) program. Deadline to apply: July 31, 2024. For more information, please visit:

<https://aaasite.memberclicks.net/journal-of-advertising>

If you are a graduate student, don't forget to apply for the Grad Student Conference Scholarships, which will be provided to help cover conference

registration/travel. The announcement was sent out in August (Deadline: December 31, 2024). Please remember that all AAA members have access to all three journals as well as the conference proceedings and newsletters online.

I would like to give a huge thanks to Hye Jin Yoon, Vice President and Editor of the 2024 Conference Proceedings, for her hard work in putting together the 2024 AAA Annual Conference Proceedings. They are now available online via the AAA website. [Click here](#) to access the proceedings by year. Thank you, Hye Jin! 

Sigal Segev's Bio: Sigal Segev (Ph.D., University of Leicester, UK) is an Associate Professor in the School of Communication at Florida International University. Her research focuses on green advertising, social media influencers, and cross-cultural consumer behavior. Her work has been published in the *Journal of Advertising*, the *International Journal of Advertising*, the *Journal of Current Issues and Research in Advertising*, the *European Journal of Marketing*, the *International Journal of Consumer Studies*, and the *Journal of Computers in Human Behavior*, among others. Sigal is a former Associate Director of Programming and Research at the Lillian Lodge Copenhagen Center for the Advancement of Women in Communications. She has been an active member of the American Academy of Advertising (AAA) and served in different roles, including AAA's President-Elect (2023), Vice President (2022), and chair of the Research Committee (2018-2021).

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Please send us your:

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

Send to the Editor, **Anthony Ahn** at:
hoyoung.ahn@pepperdine.edu,
No later than October 15

The background of the advertisement is a photograph of three students walking on a paved path in a lush, green campus setting. On the left, a young woman with dark hair is wearing a white t-shirt with 'FIU' on it and blue jeans. In the center, another young woman with curly hair is wearing a grey sweatshirt with a panther logo and dark pants. On the right, a young man with a beard is wearing a yellow t-shirt with 'FIU' on it and dark pants, carrying a blue backpack. The path is lined with palm trees and other tropical plants. In the background, a wooden bench and another person walking can be seen.

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Featured Research

“Can Disgust Motivate Charity?”

Yes, by making another’s need hard to forget”

by Deena Kemp (Assistant professor, University of Texas at Austin)

You’re watching a show or scrolling through your social media feed when you see the picture of a child covered in sores. The image is part of a charity appeal for funding to provide mosquito nets to families at risk of mosquito-borne illnesses. The picture makes you feel a little queasy. Do you skip the ad? Keep scrolling? Do you click the link to learn more? Make a donation?

Charity organizations have long considered whether images portraying severely sick beneficiaries are appropriate or effective (Dochas 2007). The challenge for many charities is that the realities of the issues they champion naturally evoke disgust. Not moral outrage or contempt, but physical repulsion. It may be difficult to decide if they should show things as they are or to know what the effects of doing so would be.

My own interest in disgust as a means of charitable persuasion started with a campaign showing the horrendous effects of neglected tropical diseases. NTDs like elephantiasis and river blindness affect more than 1 billion people despite being preventable with inexpensive interventions. The sponsoring charity seemed to believe that seeing how devastating these diseases are would drive people to action. Yet, I wondered how people could be moved by a message they could not stand to watch because it made them feel so nauseous.

Academic researchers in different disciplines have asked variations of this question. Moral psychologists have asked how disgust influences moral judgment. Behavioral economists have examined how it affects reciprocal behaviors. Social psychologists have considered how it relates to attitudes about stigmatized groups. A common theme across these research areas was that disgust didn’t seem conducive to prosocial



Deena Kemp

stereotypes about socially marginalized groups (Herz 2012).

As a result, some researchers strongly advised against evoking disgust to motivate prosocial behavior. But there was one main challenge to applying these findings to charity advertising. Existing studies all used irrelevant, or incidental, disgust primes like dirty toilets, putrid smells, or sounds of vomiting, that had nothing to do with the decision task. Participants couldn’t link their behavior to the grossed-out feeling lurking in their subconscious, but it affected their choices nonetheless.

Charity campaigns on the other hand show images that evoke disgust to make explicit points about need. The emotion is integral to the message and viewers are aware of its relevance. Still, emotions can have irrational influences on our behavior even when they are relevant to our decisions. Only a handful of studies have examined disgust in the context of charity ads. Initial studies focused on the relationship between disgust, empathy and giving to causes like SmileTrain and the Skin Cancer Foundation (Allred and Amos 2018; Chan and Septianto 2022). Findings were mixed, but mostly showed that disgust-evoking ads reduced feelings of empathy and decreased giving.

Examining the relationship between disgust and empathy is important. Empathy is perhaps the most studied motivator of charitable behavior, and disgust has been characterized as antithetical to

behaviors. People induced to feel disgust harshly condemned others, were less likely to share, though they would give away any object associated with disgust, and espoused negative

empathy. While empathy fosters concern for the needs of others, disgust appears to limit our ability to consider others. But empathy is only one motivator of giving. Other motivators include giving to reduce negative feelings caused by charity appeals or giving to get a reward or to feel good about oneself. People are also more likely to help when they believe they cannot escape the helping situation, whether physically by leaving or psychologically by forgetting it (Stocks, Lishner, and Decker 2009).

I was particularly interested in the relationship between disgust and psychological escape. A paradoxical characteristic of disgust is that it sticks in our minds even as it repels us to move or look away. Could disgust motivate giving by making it harder to forget the appeal? If so, does this outweigh or even shift the expected negative relationship between disgust and empathy? In my study (Kemp 2023), I compared the effects of charity ads that showed children suffering with NTDs to ads that showed healthy children. I also varied the timing of the request for help. Some participants were asked to donate immediately after seeing the ads; others received the request a few days later.

While participants in the disgust conditions were more likely to try and shut the message out, they were also more likely to anticipate thinking about the message in the future. Indeed, participants in the delayed disgust condition thought more about the message in the days following exposure than participants in the control. Similar to prior research, disgust reduced feelings of empathy, but only immediately following exposure. Over time, participants who saw the disgust-evoking ads actually reported greater empathy. However, empathy was not a predictor of giving at either time. Both anticipated and actual difficulty of escape predicted giving immediately following and a few days after exposure. Giving also trended higher for participants exposed to disgust, though differences were not significant.

Studies like mine show evoking disgust may sustain the salience of a cause in people's hearts

and minds, motivating them to act. They also highlight the need to carefully consider additional factors, including unintended effects for audiences and portrayed beneficiaries alike. In our world, there are many social issues involving gruesome outcomes, from war and famine internationally to tragedies closer to home. It's important for non-profit organizations to understand how to present these issues to increase financial, volunteer, and policy support while mitigating factors that may undermine the cause. ~~AA~~

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Deena Kemp's Bio: Deena Kemp is an assistant professor in the School of Advertising and Public Relations at the University of Texas at Austin. Her research draws on persuasion and emotion theories to inform communication interventions that improve social outcomes. She is particularly interested in the impact of hard-hitting message strategies, such as the use of disgust-evoking images, on decision making in the contexts of health and charity aid communication. Her research has been funded by the National Science Foundation's Division of Social and Economic Sciences, The Cancer Prevention & Research Institute of Texas, and Texas Health and Human Services Commission. In addition to her scholarly work, she has more than a decade of experience developing and implementing communication strategies for non-profit health and fundraising organizations. Kemp was the recipient of the American Academy of Advertising 2024 Best Article award for her piece in the *Journal of Current Issues and Research in Advertising*.

AAA Global and Multicultural Committee (GMC)

My Fulbright Journey in Lisbon, Portugal by Sydney Chinchanchokchai, University of Akron




In the spring of 2024, I had the opportunity to spend four months in Lisbon, Portugal as part of my Fulbright award in Communication & Media Studies at the Polytechnic Institute of Lisbon. This transformative experience was marked by research, teaching, cultural exploration, and personal growth, and I am thrilled to share some highlights with you.

Part of the award was to collaborate with the faculty on a research project focusing on influencer marketing across cultures. This research explored how cultural differences impact perceptions and motivations to engage in influencer marketing among young consumers. Working alongside the Portuguese colleagues provided me with new insights and perspectives on Portuguese consumers, which I then compared them to my own knowledge and understanding of American consumers. I look forward to sharing our findings in future publications and presentations.

My other role as the Fulbright scholar was to teach the Integrated Communications class at the graduate level. Engaging with students from diverse backgrounds (e.g., Portugal, Brazil, and Cabo Verde) proved both challenging and rewarding. Their enthusiasm and curiosity about communication theories and practice were inspiring. I also learned about Portuguese brands and media consumption behaviors through presentations and conversations with the students.

As a long-time member of the Global and Multicultural Committee (GMC) and the editor of the GMC database on Advertising in Europe and Advertising in Asia, which is the database that combines shared knowledge about advertising/advertisements from various countries in Europe and Asia, I invited one of the Portuguese colleagues to write a short article about Advertising in Portugal, which can be found [HERE](#).

During my stay, I made the most of my free time by traveling around Portugal. From the picturesque wineries in the Douro Valley to the stunning volcanic islands in the Azores, each region had its unique charm. I attended traditional festivals and sampled various delicious Portuguese dishes and wine. These experiences not only broadened my culinary horizons but also deepened my appreciation for Portugal's rich cultural heritage. As an avid runner and a triathlete, I also participated in several running races (both road and trail) across Portugal. The best moment in my running career was when I climbed to the top of the volcano and ran about 1 mile along the Caldera on Faial Island in the Azores during a trail race. It was one of the most beautiful races I have done.

The Fulbright program has not only enriched my academic and professional journey but also broadened my cultural horizons and personal growth. For anyone considering applying for a Fulbright award, I wholeheartedly encourage you to do so. It is an extraordinary opportunity that can truly transform your life like what it did to me. 

Sydney Chinchanchokchai's bio: Sydney Chinchanchokchai is an Associate Professor of Marketing at the University of Akron. Her research interests are consumer attention, cultural differences, and advertising. She teaches integrated marketing communications and digital marketing, and also directs the Study Abroad Thailand program at UA. Dr. Chinchanchokchai is committed to community engagement and has received numerous

Featured Teaching

“(How to) Include Disability and Accessibility in your Classes”

by Michelle Nelson (University of Illinois Urbana-Champaign)

“Advertising can play a powerful role in shifting perceptions and welcoming people with disability” (*Loebner 2021)

*Dr. Josh Loebner is Global Head of Inclusive Design at VML



Michelle Nelson

Where in your class(es) do you talk about or show people with disabilities? When do you cover ‘accessibility’ principles in the strategy, creation, or testing of advertising? Do your students know about web

/mobile accessibility guidelines?

The World Health Organization (WHO) estimates that 1.3 billion people experience a disability. Yet, historically there haven’t been many ads that consider this target audience – or include people with disabilities or think about how people with disabilities may or may not be able to access the messages. Disability and media studies professor Beth Haller says, "Ding! Ding! [Advertisers] realize, oh, disabled people might buy this product, so maybe I should have them have access to it" (Liu et al. 2021). Accessibility and inclusive design principles fit with ideas of universal design – that is, many accessibility guidelines (e.g., color contrast) improve accessibility for everyone.

Some research shows that students in advertising may not be exposed to important concepts related to disability or see many advertisements representing people with disabilities (Nelson and Cook 2023). In a panel on disability and advertising, Loebner suggests that “disability-related lessons are often an afterthought in advertising classes, or they are included in special electives” (Liu et al. 2021). He suggests “Disability should take a more prominent place in advertising education as well as education more generally.” An analysis of ad industry communications about disability efforts shows there’s room for improvement there, too (Timke 2023).

Disability has been measured and defined in many ways. According to the WHO, disability is a “nuanced combination of a health condition, cultural and environmental factors, including attitudes, inaccessible transportation and public buildings, and limited social support.” Disabilities can be visible or invisible. They can be permanent, temporary or situational.

Unexpectedly this summer, I lost sight in my left eye. I had a macular pucker and a detached retina (two times). As a result of surgery, I have a cataract and the world through my left eye is blurry, and color perception is wonky. Illini orange looks pink and fluorescent yellow looks white! Despite multiple medical procedures, I have significant, permanent vision loss and my visual acuity is diminished. This situation has changed my life and the way that I interact with media. Accessibility has become an issue for me. Maybe you don’t know much about disabilities. Maybe you have people in your life who have a disability, but you have never considered talking about disabilities in your classroom. Maybe you already do but want to refresh your content. I’m hoping this article provides some useful ways to increase awareness and knowledge and incorporate content in your classes. **Representation matters** – on your slides, in your case studies, advertising examples, etc.

Here are some images you can use.

- <https://custom.gettyimages.com/autistic-out-loud/p/1>
- <https://www.shutterstock.com/search/disability-social-media>
- <https://www.shutterstock.com/search/positive-disability>

Teach about Accessibility and Inclusive Design. In your core courses, talk about inclusive design, about web accessibility principles and the law, about ways to include people with disabilities in the process of advertising research, strategy and creative (e.g., “Nothing About Us Without Us; Loebner). Make sure

that your educational materials are accessible, too – an update to Title II of the Americans with Disabilities Act in the U.S. (April 2024) mandates that all web content, including access to educational materials be

accessible.

See: <https://www.highereddive.com/news/colleges-title-ii-digital-accessibility/715265/> 

Objectives + Assignment	Link to Source
<p>Introduce terminology about disability and advertising and focus on representations.</p>	<p>Loebner, J. (2021). Key concepts in advertising: Disability. <i>Advertising & Society Quarterly</i>, 22(4).</p> <p>Timke, E. (2019). Disability and advertising. <i>Advertising & Society Quarterly</i>, 20(3).</p> <p>These articles have numerous examples (both good /bad).</p>
<p>Introduce web accessibility standards. Ask students to analyze mobile and web for a brand of their choice to see if and how they meet these accessibility standards.</p>	<p>Intro video (4 minutes) https://www.w3.org/WAI/videos/standards-and-benefits/</p> <p>Can pick a few perspectives: https://www.w3.org/WAI/videos/standards-and-benefits/</p> <p>Introduce main principles relevant for advertising (here are some examples): https://www.w3.org/WAI/perspective-videos/layout/ https://www.w3.org/WAI/perspective-videos/contrast/</p> <p>Share Guidelines: https://www.w3.org/WAI/WCAG22/quickref/?versions=2.1</p>
<p>Introduce the idea of audio descriptions (AD), which are important for the blindness community and those with visual disabilities. Show examples of AD in advertising and ask students to practice writing audio descriptions (e.g., a 3-minute audio description script) followed by a 300-word reflection.</p>	<p>Subaru – See the world – with audio descriptions https://www.youtube.com/watch?v=flu6u988kh0</p> <p>Mastercard – Spotlight https://www.youtube.com/watch?v=XqloeDvSSgg</p> <p>For more, See American Council for the Blind index, here: https://adp.acb.org/commercials.html</p> <p>Haller, B. (2021). Making media more accessible through an audio description assignment. <i>Advertising & Society Quarterly</i>, 22(4).</p> <p>Sridharan, Nisha, and Juan Mundel. "Translating Visuals into Words: An Analysis of Audio Descriptions in Ads for Blind and Visually Impaired Consumers." <i>Advertising & Society Quarterly</i> 25, no. 1 (2024).</p>
<p>Workshop on a script, concept or storyboard: Create a disability inclusive and accessible advertisement (consider product, creative and spokespersons, accessibility)</p>	<p>Loebner, J. (2021). Key concepts in advertising: Disability. <i>Advertising & Society Quarterly</i>, 22(4).</p>

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Michelle Nelson's Bio: Michelle R. Nelson is Professor of Advertising with appointments in the Institute of Communications Research and in Marketing at the University of Illinois at Urbana-Champaign. Her research focuses on persuasion knowledge and advertising literacy, including "community consulted" research with a public school district and community-based participatory research on media literacy and health in Jamaica. Nelson is Senior Associate Editor of the *Journal of Advertising* and a past president of the American Academy of Advertising. Nelson's research appears in advertising and marketing fields including the *Journal of Advertising*, *Journal of Advertising Research*, *International Journal of Advertising*, *Journal of Interactive Advertising*, *Journal of Current Issues and Research in Advertising*, *Journal of Advertising Education*, *Journal of Consumer Psychology*, and *Journal of Consumer Culture*. <https://scholar.google.com/citations?user=hlMe-2cAAAAJ&hl=en&oi=ao>

AAA Graduate Student Symposium September 20, 2024 | Virtual (Zoom)

Current and prospective Advertising graduate students:

Please save Friday, September 20, 2024, for the AAA Graduate Student Symposium! In this one-day online symposium, faculty and current doctoral students from top AAA member institutions will provide their insights and strategies for success.

Current doctoral students will get a peek behind the curtain of the academic job market and tips on how to navigate the process. Prospective doctoral students will learn more about the doctoral admissions process and get perspectives from faculty. Both current and prospective doctoral students will hear from doctoral candidates at leading AAA schools. For registration, [click here](#). **Continued on page 15...**

AAA Special Issue Calls

- Special Issue Call for Papers: Contributions of Biometrics to Advertising Research - JA (Deadline: November 30, 2024). [Click here](#).
- Special Issue Call for Papers: Interactive Advertising Strategies in the Metaverse - JIA (Deadline: December 31, 2024). [Click here](#).
- Special Issue Call for Papers: Roles and Impacts of Artificial Intelligence (AI)- Powered Persuasion Agents - JIA (Deadline: December 31, 2024). [Click here](#).
- Special Issue Call for Papers: Political Advertising: Issues, Opportunities & Challenges Across the Globe - IJA (Deadline: February 15, 2025). [Click here](#).
- Special Issue Call for Papers: New Challenges to Advertising: A Call for Transformation, Well-Being, and Positive Social Change - JA (Deadline: March 31, 2025). [Click here](#).



THE ANA
EDUCATIONAL
FOUNDATION

MADE Internship Program – Apply This Fall for 2025!

The Marketing and Advertising Education (MADE) internship is a development program for students interested in becoming the future leaders of the marketing and advertising industry. MADE places upperclassmen in an intern program at marketing, advertising, or media companies nationwide.

Positioned as the “common app” for internships, this paid program is designed to provide students with the skills, mentors, and training that will help them thrive in the industry. Applications are reviewed on a rolling basis so encourage your students to apply now!

Learn more at aef.com/made-students/



SeeHer Education Certificate Program

In a collaborative effort with AEF, SeeHer Education brings together top professors and practitioners who are leading efforts to eliminate gender bias in marketing and advertising from the outset.

The SeeHer Education Gender Equity Certificate program is an on-demand foundational certificate course for students. It includes modules for in-classroom use by professors such as Historical Representations of Gender, Intersectionality, Societal Impacts, and more. A teaching guide is available.

Learn more at aef.com/seeher-education

[#LearnWithAEF](https://twitter.com/SeeHerAEF)

Graduate Student Spotlight

"Pursuing the Synergy and Coexistence of AI's Limitless Potential and Human Essence in Advertising" by Seo-Jeong Heo (University of Illinois at Urbana-Champaign)

I have always been intrigued by the transformative impact of emerging technologies on human interaction, recreation, and consumption. This curiosity has driven my research focus towards various artificial intelligence (AI) agents, including AI influencers, AI chatbots, and robots. The advent of ChatGPT and other forms of generative AI has further fueled my interest in examining their roles in advertisement creation and consumer responses.

In parallel with my technological interests, I have been captivated by the influence wielded by social media personalities. Their appealing aesthetics, inspiring lifestyles, perspectives, and expertise have motivated me to aspire towards greater personal development and resilience.

Merging these interests, my research centers on the advertising effectiveness of AI influencers, with a particular emphasis on strategies to enhance their credibility and endorsement effectiveness. Initially, my work explored consumer interactions with AI influencers, investigating how satisfying consumer needs through these interactions leads to positive emotional relationships and endorsement outcomes. This exploration was grounded in consumer need fulfillment perspectives and human brand theory. Following this, I delved into enhancing the anthropomorphism of AI influencers through various dimensions, such as design elements, behavioral realism, narrative storytelling, and agency, all of which contribute to their effectiveness as influencers. From a theoretical perspective, I am intrigued by how mind perception, the match-up hypothesis, and the persuasion knowledge model work together in contexts where AI agents deliver advertising to consumers.

As a consumer inspired by human influencers, I aim to provide insights into how AI influencers can similarly serve as motivational figures within advertising contexts, both academically and professionally. Another project I am working on involves



Seo-Jeong Heo

investigating consumer perceptions of generative AI advertising and how these perceptions vary depending on product types and consumption contexts. The core insight of this research is not only to explore consumer responses to such advertising but also to understand the psychological mechanisms that shape these perceptions. This provides valuable insights into the power of the human touch in creating advertising and how practitioners can maximize the use of AI without disrupting humanity.

Additionally, I have explored people's moral evaluations of robots in different contexts using moral foundation theory. As new agents integrate into society, it is imperative to understand why, when, and how people accept or resist social robots, particularly in moral situations. This study provides valuable implications for academics and practitioners in designing social robots that integrate smoothly into human lives.

All of my research aims to find better ways for people and AI agents to work together, advancing the future of the advertising industry. By conducting this research, I seek to identify which human traits we should maintain and develop to better utilize this amazing technology, preserving human nature while maximizing technological effectiveness.

Before starting my PhD at UIUC, I gained professional experience as an intern and affiliated researcher in the fields of museums, advertising agencies, and startups focusing on user experience design. This professional experience helped me stay attuned to practical trends in advertising and naturally integrate industry needs into my research.

Regarding teaching experience, I have taught statistical methods, branding strategies, and innovation in advertising, all of which are core courses in the advertising department. These experiences have been fulfilling and taught me valuable lessons in guiding students to be prepared for the fast-changing industry, equipping them with foundational research and

theoretical knowledge. I have been honored with the Teaching Excellence Award, and the interactions with students have been deeply rewarding.

I truly enjoy my journey as a PhD student and aim to continue my research and teaching after graduation.



Seo-Jeong Heo's Bio: Seo-Jeong Heo's research focuses on the interaction of artificial intelligence agents, influencer marketing, and generative AI advertising. She is a third-year Ph.D. student at the University of Illinois at Urbana-Champaign. She holds an M.A. in Advertising from the University of Texas at Austin and a B.A. in Mass Communication from Yonsei University, Seoul, South Korea.

AAA Graduate Student Symposium Program Schedule

*All times are CDT/UTC – 5

8:45-9:00 AM

Welcome & Overview

- Dr. Kevin Wise, University of Illinois (Graduate Student Interest Committee Chair)
- Dr. Sigal Segev, Florida International University (AAA President)
- Dr. Regina Ahn, University of Miami (Membership Committee Chair)

9:00–10:30 AM

Panel 1: Navigating the Academic Job Market

Moderator: Dr. Hye Hyun (Julia) Kim, University of Tampa

- Types of Jobs & Where to Find Them (Dr. Saleem Alhabash, Michigan State University)
- The Application Process – What to Expect (Dr. Steven Holiday, University of Alabama)
- The Interview Process – What to Expect (Dr. Joe Phua, Southern Methodist University)
- Negotiating Your Contract (Dr. Jisu Huh, University of Minnesota)

Panel 2: Understanding & Searching for Doctoral Programs

Moderator: Dr. Taylor Wen, University of South Carolina

- How Funding Works (Dr. Linwan Wu, University of South Carolina)
- Why do a Ph.D.? Doctoral vs. Master's Programs (Dr. Chang Dae Ham, University of Illinois)
- What to Look for in a Doctoral Program (Dr. Robyn Goodman, University of Florida)
- The Ph.D. Application Process – What to Expect (Dr. Deena Kemp, University of Texas-Austin)

10:45 AM–12:15 PM

Panel 3: Applying For Jobs

Moderator: Dr. Louvins Pierre, University of Illinois

- Crafting a Curriculum Vita (Dr. Kelly Chu, DePaul University)
- The Cover Letter (Dr. Carrie La Ferle, Southern Methodist University)
- The Research Statement (Dr. Erin Willis, University of Colorado-Boulder)
- The Teaching Statement (Dr. Matthew Pittman, The University of Tennessee)

Panel 4: Being a Successful Doctoral Student

Moderator: Dr. Erin Schauster, University of Colorado-Boulder

- How to Craft a Successful Application Package (Dr. Alvin Zhou, University of Minnesota)
- How Assistantships Work (Dr. Jef Richards, Michigan State University)
- Doctoral Coursework (Dr. Laura Bright, University of Texas – Austin)
- The Dissertation (Dr. Itai Himelboim, University of Georgia)

LUNCH BREAK

Continued on page 17...

Graduate Student Spotlight

“Influencer Power: From Human to Artificial Intelligence”

by Sophie (Xiaofan) Wei (University of Florida)

As a member of Gen Z, the digital revolution has been more than just a backdrop to my life—it’s been an integral part of my intellectual growth. My journey through the social media landscape has given me unique insights into how brand marketing on these platforms influences consumer lifestyles. Coupled with my professional background in advertising strategy, I’ve developed an intuitive understanding of the dynamics of digital advertising. These experiences have profoundly shaped my research interests and academic aspirations, laying the foundation for my scholarly pursuits.

There’s an old Chinese saying, “*Good wine needs no bush*,” reflecting the traditional wisdom that quality products naturally attract customers. However, in today’s social media-dominated era, this notion seems increasingly outdated. Witnessing this shift has prompted me to ponder: How do brands build and maintain relationships with consumers in the digital age? How do innovative advertising strategies in new media environments impact consumers? And what factors influence consumers’ decisions to purchase or pass on a product?



Sophie (Xiaofan) Wei

My research focuses on social media advertising and digital marketing, with a particular emphasis on the triangular relationship between consumers, influencers, and brands, and how these interactions shape consumer attitude and behavior in the social media context. A key interest of my research is the role of digital influencers. The dynamics between brands and consumers can be likened to ships navigating an ocean. Brands, like ships, traverse the ever-changing seas of consumer sentiment, while consumers, like the water itself, have the power to either support or overturn these brands. In this analogy, influencers act as the oars, capable of steering brands through consumer currents towards new opportunities. For instance, an article I published in the *Journal of Interactive Advertising* revealed the importance of parasocial relationships between influencers and followers, as well as brand congruence, in

fostering varying degrees of consumer brand engagement. It also highlighted the mediating effects of consumers’ psychological mechanisms, including personal and social identity.


As my research deepened, I realized that beneath the surface of users’ online activities such as likes, shares, and comments lies a wealth of valuable data. It’s akin to discovering a treasure map, with artificial intelligence serving as the key to deciphering it. This led me to pursue a Ph.D. at the University of Florida, delving into the application of AI in advertising.

My research encompasses the role and limitations of AI algorithms in social media advertising, AI’s role in enhancing personalized consumer experiences, and consumer perceptions of AI agency (e.g., ChatGPT) in brand or product recommendations. I’m particularly intrigued by the potential evolution of AI from a behind-the-scenes “assistant” that aids businesses in content creation and user interaction, to a front-facing “influencer” that directly shapes consumer behavior through its brand recommendations. Can you imagine a future where your favorite products are recommended by an AI with a unique taste? This unexplored

territory is not only academically exciting but could also revolutionize brand-consumer interactions.

In my research career, I'm committed to exploring new trends in the age of information

explosion, aiming to help businesses tell better brand stories in this technology-dominated era. Looking ahead, I seek a role that aligns with my research trajectory. My goal is to bridge the gap between academia and

industry, helping excellent but little-known brands stand out. After all, in today's world, even the finest wine needs a splash of social media buzz to emerge from obscurity. 

Sophie Wei's Bio: Sophie (Xiaofan) Wei is a doctoral student in the Department of Advertising at the University of Florida. Her research interests encompass social media advertising, influencer marketing, artificial intelligence and branding, and consumer psychology. She is dedicated to exploring how brands can effectively leverage technologies to engage with their audience and the dynamics of influencer-driven marketing strategies.

AAA Graduate Student Symposium Program Schedule

*All times are CDT/UTC – 5

1:15–2:45 PM

Panel 5: Ask the Search Committee / Chairs

Moderator: Dr. Louvins Pierre, University of Illinois

- Insights from experienced search committee members:
- Dr. Beth Avery Foster, University of Tennessee
- Dr. Glenna Read, University of Georgia
- Dr. Benjamin Johnson, University of Florida
- Dr. Davina Clarke, Florida International University
- Dr. Sally Lim, University of Oregon

Panel 6: The On-Campus Interview

Moderator: Dr. Qimei Chen, University of Hawaii at Manoa

- The Research Presentation ("The Job Talk") (Dr. Minjie Li, University of Tennessee)
- The Teaching Demo/Presentation (Dr. Tony Deng, DePaul University)
- Individual and Committee Interviews (Dr. Pooja Iyer, University of Colorado – Boulder)
- Other Campus Visit Phenomena (Dr. Eunjin (Anna) Kim, University of Southern California)

3:00–4:15 PM


Panel 7: Doctoral Students on Being a Doctoral Student

Moderator: Yang "Josie" Zhou, University of Alabama

- Insights from current doctoral students:
- Kirby Cook, University of Illinois
- Justin Willett, University of Missouri-Columbia
- Wenqing Zhao, University of Georgia
- Bismark Owusu-Yeboah, University of Oregon

4:15–4:30 PM

Closing Comments / Wrap – Up

- Dr. Kevin Wise, University of Illinois (Graduate Student Interest Committee Chair) 

Announcements (AAA Notes)

Awards and Honors



Claire M. Segijn

Dr. Claire M. Segijn, associate professor at the University of Minnesota, was awarded the Warwick MidCareer Faculty Research Award by the College of Liberal Arts, University of Minnesota. The Warwick Mid-Career Faculty Research Award is a critical investment in the outstanding faculty of the College of Liberal Arts (CLA) at the University of Minnesota. With this fund, the College recognizes and invests in the next generation of faculty who are poised to lead CLA as it pursues greater heights of excellence and who are engaging in new lines of research and creative activity that will shape their fields and the intersection of fields.

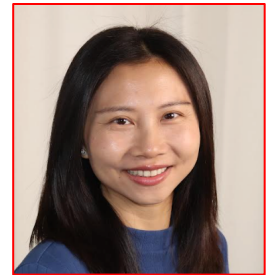


Leticia Couto

Dr. Leticia Couto (Ph.D., Washington State University) is an assistant professor at DePaul University, where she teaches public relations and advertising courses. Her research focuses on health communication, specifically women's health, mental health, and sexual health. The communication aspect of her research agenda concerns message development and evaluation, as well as media effects.

"UIUC Welcomes New Faculty"

Dr. Guolan Yang (Ph.D., Pennsylvania State University) is an Assistant Professor in the Charles H. Sandage Department of Advertising at the University of Illinois Urbana-Champaign (UIUC). Her research investigates the impact of message strategies and media technologies on brand communication effectiveness, with a particular emphasis on in-feed social media advertising and sponsored influencer content.



Guolan Yang

Job Changes, New Hires, P&T

Dr. Childers Coutney, professor in the Tombras School of Advertising & Public Relations and the founding Executive Director of the Adam Brown Social Media Command Center at the University of Tennessee, started a new position as the Associate Dean for Academic Affairs & Student Success in the UT College of Communication & Information.



Childers Coutney

"DePaul University Welcomes New Faculty"



Tianjiao (Grace) Wang

Dr. Tianjiao (Grace) Wang (Ph.D., Washington State University) is an Assistant Professor of Public Relations and Advertising in the College of Communication at DePaul University. Her research explores the role of motivations in shaping positive responses to advertising and health messages. Before joining DePaul, she taught at Bradley University.

Dr. Tianjiao (Grace) Wang (Ph.D., Washington State University) is an Assistant Professor of Public Relations and Advertising in the College of Communication at DePaul University. Her research explores the role of motivations in shaping positive responses to advertising and health messages. Before joining DePaul, she taught at Bradley University.



Louvins Pierre

Dr. Louvins Pierre (Ph.D., University of Connecticut) is an Assistant Professor of Advertising in the Charles H. Sandage Department of Advertising of the College of Media at the UIUC. His research applies advertising, marketing, and consumer psychology theories to understand consumer behavior and inform marketing strategies, particularly in multicultural marketing and corporate sociopolitical activism.

Announcements (AAA Notes)



Matthew Pittman

by 2035.

Dr. Matthew Pittman was promoted to Associate Professor with Tenure in the Tombras School of Advertising and Public Relations at the University of Tennessee Knoxville. His next goal is to earn “*Super Tenure Supreme*”

Book Releases

Chris Vargo, associate of advertising and analytics at the University of Colorado Boulder, published a book titled “[*The Computational Content Analyst: A Guide to Using Machine Learning to Classify Media Messages*](#).”



Chris Vargo

In this book, Chris Vargo bridges the gap between traditional content analysis and modern machine learning. This hands-on guide equips researchers with the tools to automate and enhance the classification of text, images, and videos using cutting-edge techniques like supervised learning, topic modeling, and generative AI. Whether you’re an early career researcher or an experienced academic, this book is essential for tackling large datasets with precision and efficiency.

Podcasts

New *Journal of Current Issues & Research in Advertising* (JCIRA) podcasts have been posted. Listen to them on:

1. YouTube playlist: <https://www.youtube.com/playlist?list=PLKkEP6-ZqQRwcAB2Ygd1v22GRWodiSDbm>
2. The RSS website: <https://jcira.buzzsprout.com/>
3. Keyword search “Curious and Interesting” on Apple Podcast, Google Podcasts, and Spotify

Episodes include:

- The lost history of the American Academy of Advertising
- Using corporate accounts to build customer connections
- Persuasion knowledge and ad skepticism in adolescents who are black, immigrants, or refugees
- Consumer responses to CSR messages during COVID-19 Balancing brand safety and user engagement on Reddit
- Ageism in advertising: Experiences across departments

Each episode is an open-access, two-minute, layman’s language summary of a paper to be published in JCIRA in the second issue of 2024. ~~AA~~

AAA 2024 Sponsorships

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Have Items for the Newsletter?

- Job announcements
- Calls for papers
- Announcements about awards
- Job changes, new hires, P&T
- Names of graduate students to be featured
- Photos for the Photo Gallery

Send your items to the AAA newsletter Editor, **Anthony Ahn** at: hoyoung.ahn@pepperdine.edu,
No later than October 15

Announcements (Call for Nominations)



Executive Committee Positions

The Nominating Committee (composed of the three most recent past Presidents of the Academy) will be conducting an election for Year 2025. AAA Officer Positions available are:

President-Elect

Vice President

Secretary


We are seeking nominations from members of the Academy to be considered for the ballot. Your nomination should include:

- The position for which you are nominating someone.
- The individual you are nominating (including the person's full name, university/organization affiliation, phone number, and email address).
- Rationale/support for your nomination including why the person is qualified for fulfilling the specific duties of the position as well as the ability to provide overall direction to the organization.

If you would like more information please see Articles V and VI of the Academy's [Constitution & Bylaws](#) as well as the [AAA Policy Manual](#) (both are available on the AAA website).

Deadline: Nominations must be received by **Friday, October 11, 2024**.

Please e-mail all nominations with the subject "AAA Officer Nomination" to:

Kelly Chu
AAA Past President and Nominating Committee Chair
DePaul University
schu7@depaul.edu 

Announcements (Grants for Research)



Grants for Research

AAA Research Fellowship Grants - [Detailed Instructions](#)

Members of the Academy are eligible to apply for annual research fellowship grants offered by the AAA. Grants are available to both junior and senior faculty members, and submissions are evaluated by the AAA Research Committee. Winners are expected to grant the *Journal of Advertising* (JA), *Journal of Current Issues & Research in Advertising* (JCIRA), or *Journal of Interactive Advertising* (JIAD) the right of first refusal on the primary paper resulting from the research. Recipients will receive half of the award at the time of selection and the other half when the paper is submitted to the JA, JCIRA, or JIAD.

Proposals must be submitted to the Chair of the Research Committee. Receipt of submissions will be confirmed via email. Submissions will be accepted only electronically via email to the Chair of the Research Committee. Winners will be notified in early 2025. The awards will be announced at the 2025 AAA Conference. The AAA Research Fellowship Grants deadline is **5 pm EST on Friday, September 13, 2024.**

AAA Doctoral Dissertation Grant Competition - [Detailed Instructions](#)

The American Academy of Advertising Doctoral Dissertation Grant Competition exists to promote doctoral research in advertising. Any topic in advertising may be addressed. Winners are expected to grant the *Journal of Advertising* (JA), *Journal of Current Issues & Research in Advertising* (JCIRA), or *Journal of Interactive Advertising* (JIAD) the right of first refusal on any papers resulting from the dissertation. Recipients will receive half of the award at the time of selection and the other half when the dissertation is defended successfully.

The submission package – including the proposal and letter of endorsement - must be received by the Chair of the Research Committee. Receipt of submissions will be confirmed via email. Submissions will be accepted only electronically via email to the Chair of the Research Committee. Winners will be notified in early 2025. The awards will be announced at the 2025 AAA Conference. The 2025 AAA Doctoral Dissertation Grant Competition deadline is **5 pm EST on Friday, November 1, 2024.**

AAA Non-Dissertation Research Grant for Graduate Students - [Detailed Instructions](#)

The American Academy of Advertising Non-Dissertation Research Grant promotes doctoral students' research in advertising. Any topic in advertising may be addressed. Winners are expected to grant the *Journal of Advertising* (JA), *Journal of Current Issues & Research in Advertising* (JCIRA), or *Journal of Interactive Advertising* (JIAD) the right of first refusal on any papers resulting from the dissertation. Recipients will receive half of the award at the time of selection and the other half of the award when the completed paper is submitted to the JA, JCIRA, or JIAD.

The submission package – including the proposal and letter of endorsement - must be received by the Chair of the Research Committee. Receipt of submissions will be confirmed via email. Submissions will be accepted only electronically via email to the Chair of the Research Committee. Winners will be notified in early 2025. The awards will be announced at the 2025 AAA Conference. The 2025 AAA Non-Dissertation Research Grant deadline is **5 pm EST on Friday, November 1, 2024.**

S. Watson Dunn Memorial Fund Grant - [Detailed Instructions](#)

This award, established in memory of S. Watson Dunn, is intended to fund future graduate student research projects in the area of global advertising. The Research Committee reviews competitive research proposals submitted by AAA members. Proposals must be received by the Chair of the Research Committee. Receipt of submissions will be confirmed via email. Submissions will be accepted only electronically via email to the Chair of the Research Committee. Winners will be notified in early 2025. The awards will be announced at the 2025 AAA Conference. The 2025 S. Watson Dunn Memorial Fund Grant deadline is **5 pm EST on Friday, November 1, 2024.**

Please email your submission materials and all questions to the Chair of the AAA Research Committee.

Dr. Mark Yim

Email: mark_yim@uml.edu 

Announcements (Calls for Papers)



AAA 2025 CALLS FOR COMPETITIVE PAPERS AND SPECIAL TOPICS SESSIONS

March 6-9, 2025

Omni William Penn Hotel, Pittsburgh, PA, USA

Competitive Research Papers

You are invited to submit Competitive Research Papers relevant to any and all aspects of advertising for presentation at the 2025 American Academy of Advertising (AAA) Conference and for publication in the AAA Conference Proceedings. All research related to any of the various aspects of advertising and marketing communication will be considered. Please note that the AAA uses the term advertising in a broad sense. We also respect all research methodologies. All submissions are subject to blind review competition, and only completed papers (no proposals or abstracts) will be considered for acceptance to the conference. Authors of accepted papers must publish an abstract of the paper for the online proceedings, available on the American Academy of Advertising website. All papers can be published in full in other publications or journals at a future date.

The rating criteria for Competitive Research Papers are as follows:

- Fit with the Mission and Vision of the American Academy of Advertising (AAA)
- Methodology
- Readability
- Contribution to the Field
- Overall Rating

All submissions may not be under consideration at other journals or conferences. You may consider the AAA review process complete when notices of acceptance/rejection are received. Papers should not exceed 30 typed, double-spaced pages in length, including references, appendices, tables, etc. This page limitation will be strictly enforced. Be sure to delete all identification of the authors in the file properties and track changes functions prior to submission. Use the *Journal of Advertising* style to format citations. Submit your paper in Word format only; do not submit a PDF.

To be considered for the Best Student Paper Award, papers must be led by a student and written primarily by students. Papers can be co-authored with a faculty member(s), but student(s) should be the main contributors (first author). Once the student-led paper becomes a contender for this award, we will contact the co-author professor(s) to confirm.

In addition, AAA has established the Best Diversity, Equity, and Inclusion (DEI) Conference Paper Award. This annual award is designed to honor and encourage excellence in DEI scholarship and education and enhance the visibility and actions supporting DEI in advertising scholarship and education. Authors may self-nominate for this award when they submit their paper to the annual AAA conference by checking the designated box in the ConfMaster

submission platform. For more information about the Best DEI Conference Paper Award, please check <https://www.aaasite.org/conference>.

Further, AAA has recently announced the establishment of the Best Purpose Advertising Conference Paper Award, aimed at promoting strategic communication that positively impacts purpose goals. Purpose-driven advertising is social strategic communication where social impact is the primary business objective. This annual award seeks to encourage excellence in advertising research that effectively aligns with a brand's broader social, environmental, or ethical goals. Authors are invited to self-nominate for this award when submitting their papers to the annual AAA conference by checking the designated box in the ConfMaster submission platform. For more information about the Best Purpose Advertising Conference Paper Award, please check <https://www.aaasite.org/conference>.

The rating criteria for Best DEI/Purpose Conference Paper Award are as follows:

- Fit with the Mission and Vision of the American Academy of Advertising while advancing DEI/ Purpose-focused advertising research and education
- Methodological rigor (all research paradigms are welcome, including theoretical think pieces)
- Readability (clearly recognizes, explains, and analyzes the nuances of relevant DEI/Purpose advertising issues)
- Contribution to the Advertising Field (theoretically grounded, with meaningful practical implications, and goes beyond the description of a DEI/Purpose program/initiative or experience)
- Overall Rating

Conference papers can be nominated **for one award only**, either Best Diversity, Equity and Inclusion (DEI) Conference Paper Award or Best Purpose Conference Paper Award.

When you upload a paper submission onto ConfMaster, you will see a statement specifying that at least one author of the paper agrees to register for and attend the conference in order to present the paper in-person. A remote presentation (e.g., Zoom or a recorded video) is not an option. Only an author listed on the paper is eligible to present at the conference. Failure to present an accepted competitive paper in person will result in the paper being withdrawn from the conference program and proceedings. You must agree to this statement in order to submit.

Submitting authors should check a box indicating whether their paper meets the conditions to be considered a student paper.

Every author should log in and update their profiles in ConfMaster, specifically their personal keywords. All authors, whether first or otherwise, should be prepared to help review papers submitted to the AAA conference.

Special Topics Sessions

You are invited to submit proposals for Special Topics Sessions that cover an entire meeting period (usually 90 minutes). These sessions are designed not only to offer information, but also to stimulate discussion and debate among panelists and audience members. Special Topics Sessions tend to focus on key issues of importance to advertising education and practice (e.g., current practitioner issues, creative topics, and/or pedagogical matters) and are not the venue for competitive research papers. Preference will be given to proposals that are not simply a compilation of research papers by different authors put together in a session. Further, preference will be given to proposals that involve and attract advertising educators who might not typically be interested in sessions that focus solely on refereed research. As such, the Academy is willing to provide “waivers” for industry participants who will be attending only a Special Topic Session (non-academics and individuals who have not been AAA members) of both AAA membership dues and registration fees. This waiver is only good for the specific session. If you would like to use these waivers, you must provide the specifics in your proposal.

A submission should include the following: (1) a clear rationale for addressing the topic over an entire meeting period and/or through contributions from several presenters, (2) the value of the session to conference attendees, including

why such a contribution is not likely to be available elsewhere at the conference, (3) names and specific roles of all participants, (4) details of how the session will be conducted under a unifying theme, including contributions of the various participants and (5) how conversations can be continued beyond the actual session.

Since, by nature, Special Topics Sessions cannot be blind reviewed, a panel will judge all submissions. The rating criteria are as follows:

- How current is the topic?
- How well will it attract attendees to the session?
- How well thought-out is the proposal?
- Are the proposed participants appropriate and qualified for this topic?
- How strongly do you believe this session should be included in the program?

Preference will be given to proposals providing complete information.


When you upload the special topics session proposal, you will see a statement specifying that upon acceptance of the Special Topics Proposal, all presenters listed in the proposal should attend their session and present in person. Remote presentation (e.g., Zoom or video recording) or replacement is not an option. Failure to present an accepted Special Topics session in person will result in the paper being withdrawn from the conference program and proceedings. You must agree to this statement to submit the special topic session proposal. Special topic chairs are responsible for generating a one- to three-page summary after the conference for inclusion in the online Proceedings.

Deadline for Submissions

Electronic submissions (<https://aaa.confmaster.net>) will be accepted beginning September 1, 2024, and must be received no later than **11:59 PM EDT, October 1, 2024**.

Questions? Please direct them to the appropriate person as follows:

- Competitive Research Papers
 - Professor Chang-Dae Ham, Vice President AAA
 - University of Illinois at Urbana-Champaign
 - cdham317@illinois.edu
- Special Topics Proposals
 - Professor Jameson Hayes, President-Elect AAA
 - University of Alabama
 - hayes@apr.ua.edu
- General questions about the conference
 - Professor Sigal Segev, President AAA
 - Florida International University
 - segevs@fiu.edu

We look forward to your submissions and hope you can attend the 2025 Conference of the American Academy of Advertising. 

Announcements (Calls for Papers)



JOURNAL OF ADVERTISING

CALL FOR PAPERS

New Challenges to Advertising: A Call for Transformation, Well-Being and Positive Social Change

Guest Editors:

Drs. Linda Tuncay Zayer, Catherine Coleman, Shu-Chuan Chu & Verena Gruber

Submission Deadline: March 31, 2025



Manuscripts are currently being solicited for a special issue of the *Journal of Advertising* (JA) dedicated to New Challenges to Advertising: A Call for Transformation, Well-Being and Positive Social Change

BACKGROUND

With people around the world facing complex challenges amidst increasingly uncertain futures (Willige 2024), advertising scholars have renewed interest in social and well-being impacts (e.g., Royne-Stafford and Pounders 2021; Zayer, Coleman, and Gurrieri 2023), focused on identifying problems and seeking transformative outcomes. This special issue invites scholarship with the lens of advertising as an institution and focuses on how a systems perspective can illuminate macro-social issues. Specifically, we call for research that explores how transformation, well-being or social change can be fostered or hindered through the power of advertising.

Prior scholarship highlights advertising as an important social institution (Sandage 1972; Gurrieri, Zayer, and Coleman 2022). Institutions can be defined as “symbolic and behavioral systems,” that provide a “common meaning system” (Scott and Meyer 1994, p. 68). Accordingly, Transformative Advertising Research, a subfield of advertising inquiry proposed by Gurrieri, Zayer, and Coleman (2022) in the 50th anniversary issue of the *Journal of Advertising*, offers a framework, rooted in institutional dynamics (Coleman, Zayer and Karaca 2020; Zayer and Coleman 2015) to illustrate how advertising can foster well-being outcomes, as well as galvanize multiple stakeholders to bring about social good. However, in an era of rapid technological, socio-cultural, and environmental change and uncertainty, understanding how to engage in advertising efforts that are responsible, ethical, and inclusive is challenging (e.g., Verlegh *et al.* 2021); thus, more research is needed to advance a transformative and multi-stakeholder perspective in advertising.

Fast-moving technological change has presented numerous opportunities and challenges for positive social change, well-being, and advertising (Chu, Yim, and Mundel 2024). Recent research (Coffin 2022; Huh and Malthouse 2020; Huh, Nelson, and Russell 2023; Rodgers 2021) illustrates the transformations driven by AR, VR, metaverse, and AI enabled environments and emerging problems, including algorithm bias (e.g., Schroeder 2021). The widespread effects of social media and video games, particularly on the mental health of teens and children, is another worthy area of investigation, as is the role of digital platforms, affordances, and the business models driving media environments.

Recent years have also been marked by numerous global social and political movements, highlighted through campaigns such as #MeToo, #BlackLivesMatter, and #FridaysForFuture, suggesting deeper socio-cultural shifts in how people think about issues such as identities, marginalization, social (in)justices, and consumer practices, which warrant attention (Fletcher-Brown *et al.* 2024). Advertising plays an important role in these macro social problems. Research on a range of issues related to identity (e.g., Harrison, Thomas, and Cross 2017; Timke 2019; Tsai 2010) have provided insight into opportunities for greater inclusivity, moving beyond visual representation to more systems-based accounts; yet backlash continues to emerge. Further, as demographics shift, the social impacts of changes such as aging populations bring attention to issues such as care work, mental health and wellbeing, and more.

Advertising as an institution also faces important challenges related to environmental sustainability as it shapes cultural narratives regarding climate change, and sustainability beliefs eventually inform perceived quality of life (Leonidou, Gruber, and Schlegelmilch 2022). Prior scholarship has highlighted the function of advertising as an ‘indispensable tool of capitalism’ (Park 2021) but also its role in the promotion of sustainable practices (Rathee 2024) and climate protection (Hartmann *et al.* 2023). As the world is ‘woefully off track’ to meet the Sustainable Development Goals (SDGs) by 2030, organizations are called to develop ambitious strategies to enact change (United Nations News 2023), and advertising arguably plays a key role in this endeavor. Looking ahead, research on the role of advertising as a social institution and as a force for social good remains vitally important as society faces the multi-faceted and sticky problems of today.

POTENTIAL TOPICS

We welcome submissions using diverse theoretical, conceptual, and methodological perspectives, and empirical approaches. We encourage prospective authors to review recently published papers in the *Journal of Advertising* to understand the Journal’s rigor and style.

Topics may include:

- Representational harms caused by technologies and environments such as AI, metaverse, augmented reality, virtual reality, and gaming
- Negative impacts of social media algorithms on consumer experiences, representation and well-being, particularly of vulnerable groups and marginalized communities
- The role of digital platforms, regulators, standards bureaus, activist groups, and other entities in fostering inclusion and well-being
- How new media environments are perpetuating extremism, violence, and threats to equality and equity
- Research on impactful and cutting-edge efforts illustrating inclusive, responsible, and ethical representation amidst disruptive environments
- Socio-cultural shifts impacting inclusion and well-being in advertising among different audiences, such as aging audiences and children
- How advertising can advance environmental sustainability and combat climate change
- How advertising can promote accurate healthcare information, and positive health practices and combat health misinformation
- Uses and influences of advertising addressing (over)consumption or promoting demarketing


SUBMISSION GUIDELINES

Submissions should follow the manuscript format guidelines for JA found at <https://www.tandfonline.com/action/authorSubmission?show=instructions&journalCode=ujoa20>. The word count should be 12,000 words maximum (including references, tables, figures, etc.).

The submission deadline is March 31, 2025

All manuscripts should be submitted through the JA Submission Site. [The link to the submission site can be found at this link](#) (“Submit an article”). Authors should select “Article Type” (e.g., research article, literature review) on the first page of the submission website. On the second page, authors will be asked if this is for a specific special issue or article collection. Select “Yes” and select “New Challenges to Advertising” from the drop-down menu. Please also note in the cover letter that the submission is for the Special Issue on New Challenges to Advertising: A Call for Transformation, Well-Being and Positive Social Change.

- All articles will undergo blind peer review by at least two reviewers.
- The anticipated date for publication of the Special Issue is **February 2026**.

Any questions about the Special Issue can be sent to the guest editors: Drs. Linda Tuncay Zayer, Catherine Coleman, Shu-Chuan Chu, and Verena Gruber at NewChallengesJA@gmail.com. 

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Announcements (Calls for Papers)



JOURNAL OF ADVERTISING

CALL FOR PAPERS

Contributions of Biometrics to Advertising Research

Guest Editors:

Drs. Robert F. Potter, Steven Bellman, & Glenna L. Read

Submission Deadline: November 30, 2024

Manuscripts are currently being solicited for a special issue of the *Journal of Advertising (JA)* dedicated to Contributions of Biometrics to Advertising Research.

BACKGROUND

Broadly speaking, biometric science uses physical, physiological, neurophysiological, or behavioral measures to observe second-by-second responses to stimuli and contexts. Biometrics can reveal implicit psychological processes that help to further understand audiences' responses to advertising (Mundel et al., 2021). Advertising researchers have used biometrics measures for decades (e.g., Karslake 1940); employing techniques such as functional magnetic resonance imaging (fMRI), electroencephalography (EEG), electrodermal activity (EDA), facial electromyography (fEMG), electrocardiography (ECG), facial expression analysis (FEA), and eye tracking (ET) to examine complex or subtle psychological processes that are unable to be captured via self-report (Beard et al., 2024; Bellman et al., 2016; Beuckels et al., 2021; Holiday et al., 2023; Lee et al., 2023; Pozhaliev et al., 2017; Read et al., 2018).

While the frequency with which biometrics have appeared in the literature has fluctuated, their value to the discipline of advertising has solidified in the past decade, particularly given recent advances in advertising theory and practice facilitated via these measures (e.g., Floyd and Weber 2020), and advances in technology – resulting in less expensive and more accessible biometric equipment. Increasingly, advertising researchers are finding new ways to employ biometric technologies, such as collecting data remotely through webcams (e.g., Mancini et al., 2023), or applying older biometric approaches to new contexts (e.g., using FEA to examine the facial displays of influencers; Holiday et al., 2023).

Scholarship in the first years of the recent wave of advertising biometric research was characterized by introducing these methods and describing their potential applications to the field (e.g., Plassman et al., 2015). Now, after a decade of contemporary biometrics advertising research, it is time to look back and assess the contributions of these methods to advertising theory and practice. Many of the theories that explain advertising effectiveness, such as the Elaboration Likelihood Model (ELM), were formulated using traditional, self-report measures such as thought listing (elaboration). Biometrics have the potential to disentangle, for example, different attentional processes proposed by the ELM as they occur over time (Cacioppo et al. 2012; MacInnis and Jaworski 1989). The unique advantages of biometrics data in furthering understanding of advertising theory and practice include pinpointing biological mechanisms, dissociating emotional and cognitive processes as they occur over time, measuring implicit responses, and improving behavioral predictions (Plassman et al., 2015). For this reason, despite claims that AI and computational research eliminate the need for human subjects in research (e.g., www.alpha.one), biometrics studies



conducted by trained researchers in controlled laboratories or natural settings, using actual consumers, are essential to furthering understanding of the dynamics behind how advertising works.

For this Special Issue, we seek manuscripts addressing the contributions of biometrics to our understanding of advertising, both those that focus on results and theory-building (i.e., “what have we learned?”) and ones exploring the methods themselves (i.e., “what could we do?”). For example, has recent research using biometrics supported core advertising theories like the ELM? Or has biometrics research provided evidence for competing theories based on brain function, physiology, and evolutionary processes (e.g., Jones, 2019; Lang, 2014; Lee et al., 2020; Lee et al., 2023) – which are more appropriately tested by biometrics than self-report? Now that we can observe fleeting attention to advertising in real-time, compared to assessing attention post-hoc via self-report, what data-driven recommendations can researchers provide to advertisers for increasing the effectiveness of creative and media? How can AI improve biometric data analysis to better understand advertising theory? This Special Issue aims to investigate these questions (and others) while reflecting on the contributions of biometrics to advertising theory and practice, identifying knowledge gaps in the field, and devising new ways biometrics can address these and push the discipline forward.

POTENTIAL TOPICS

To contribute to our understanding of advertising, manuscripts considered for this special issue must connect biometric research solidly to theory and extant literature. While some processes that fall under the purview of computational social science may be applicable to biometrics research, authors employing computational approaches must also ground their hypotheses in theories of persuasion, advertising, and/or communication science. We welcome submissions with diverse approaches to relevant topics, including literature reviews, meta-analyses, and empirical research. Potential topics include:

- Overview of established or novel theoretical perspectives that inform advertising biometrics research,
- Core principles and issues in the application of advertising theory to biometrics research (how insights drawn from biometrics may differ from traditional measures, issues in conceptualization and operationalization of variables with biometric measures, the unique contributions and/or drawbacks of using biometrics measures to inform advertising theory, etc.),
- Literature reviews/meta-analyses of what has been learned from the current wave of biometrics research (e.g., theories supported),
- Conceptual literature reviews assessing the strengths and weaknesses of current theories,
- Identifying gaps in theory, and proposing extensions or new theory informed by biometrics data, along with hypotheses future research could test,
- Theoretically grounded systematic reviews of case studies and applied research identifying the most effective uses of biometrics by advertisers (e.g., ad testing, attention metrics),
- Methodological innovations particularly applicable to better understanding processes associated with the advertising creation process or message reception,
- Best practices and ethical guidelines for biometrics data collection and reporting to contribute to advertising theory (e.g., acknowledging/integrating the correlational nature of biometrics data into theory development, theoretically driven interpretation of biometrics data).

SUBMISSION GUIDELINES

Submissions should follow the manuscript format guidelines for the *JA* found at <https://www.tandfonline.com/action/authorSubmission?show=instructions&journalCode=ujoa20>. The word count should be 12,000 words maximum (including references, tables, figures, etc.).

The submission deadline is November 30, 2024.

All manuscripts should be submitted through the *JA* Submission Site between November 1, 2024 and November 30, 2024. The link to the submission site can be found at the *JA*'s website <https://www.tandfonline.com/journals/ujoa20> ("Go to submission site"). Authors should select "Article Type" (e.g., research article, literature review, research note) on the first page of the submission website. On the second page, authors will be asked if this is for a specific special issue or article collection. Select "Yes" and select "SPECIAL ISSUE: Contributions of Biometrics to Advertising Research" from the drop-down menu. Please note in the cover letter that the submission is for the Special Issue on Contributions of Biometrics to Advertising Research.

- Articles will undergo blind peer review by at least two reviewers.
- The anticipated date for publication of the Special Issue is August 2025.

Please send questions about the Special Issue to the guest editors: Drs. Robert F. Potter, Steve Bellman, and Glenna L. Read at JAbiometrics@gmail.com. 

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Announcements (Calls for Papers)

Submit a Manuscript to the Journal

International Journal of Advertising

For a Special Issue on

Political Advertising: Issues, Opportunities & Challenges Across the Globe

Manuscript deadline

15 February 2025

International Journal of Advertising

Political Advertising: Issues, Opportunities & Challenges Across the Globe

Submission Window:

- Deadline for submissions - Feb 15, 2025
- First review letters complete – July 15, 2025
- Revision deadline - Oct 15, 2025
- Second review deadline Jan 15, 2026
- Any final minor revisions as asked for by editors Feb 15, 2026

2024 is a Super Election Year – with national elections in more than 60 countries, including those with large populations (India, Indonesia, Mexico, United States). More than 2 billion people (about 25% of the world population) are heading to the polls (Bucholz, 2024). At the same time, record-level advertising spending could mean new ways to reach voters with information to help them make decisions. However, the potential for technology to positively or negatively impact targeting, messaging, and dissemination through Generative AI –leads to new research questions, new ethical and regulatory challenges, and new considerations for efficacy. There is also opportunity to better understand traditional and new forms of political advertising and message persuasion, to understand audience perceptions of political advertising, and to investigate the ways in which audience characteristics or political affiliations relate to advertising effects and efficacy.

Despite calls for research on political advertising nearly 15 years ago (Taylor, 2010) and a review with research directions in 2015 (Van Steenburg 2015), there remains ample opportunity for scholars across fields (e.g., advertising, communication, marketing, media studies, political science) and around the world to contribute their expertise to the political context. There is some evidence that people may not know much about political advertising or the way that it is regulated (e.g., Haley 2020; Nelson et al. 2021) and may question targeted or mistargeted ads, especially on social media (e.g., Binder et al. 2022; Hirsch et al. 2023). There is also concern over gender stereotypes in political advertising (Lee 2014), the way that algorithms classify and target people (Cotter et al. 2021) and suggestion that the narrative style of political advertising may relate to efficacy (McLaughlin et al. 2019). Yet, we don't fully know how or if (or why) political advertising works in the contemporary landscape or around the world.

This special issue calls for papers on political advertising. We encourage a wide range of topics and issues – across methods (qualitative, quantitative, empirical, historical, theoretical, computational, case study, etc.)– for this special issue on political advertising. Comparative studies across countries or studies within a singular cultural context are welcome.

Research topics may address (but are not limited to):

- Misinformation, disinformation, and deep fakes in political messages


- Social media and political advertising
- Local geotargeting
- AI and political advertising
- Big data and targeting political advertising
- Local vs. National political advertising
- Efficacy in political advertising
- Classic political advertising campaigns
- Communication patterns in political advertising
- Political persuasion knowledge, interest, and behaviors in advertising campaign
- Social issues in political advertising campaigns
- Political engagement and disengagement among voters and advertising
- Political parties and advertising
- Segmentation and targeting in political advertising
- Gender and Diversity, Equity, and Inclusion in political advertising
- Ethics and Regulation in Political Advertising
- Message Content and Effects (Narrative, Valence, Emotions, Image, etc.)
- Measuring effects of political advertising
- Interpretations of political advertising
- Issues with negative political advertising
- News, media and political advertising

Submission deadline: February 15, 2025

Special Issue Guest Editors

- Eric Haley, Professor, University of Tennessee, Knoxville: haley@utk.edu
- Michelle R. Nelson, Professor, University of Illinois at Urbana-Champaign: nelsonmr@illinois.edu
- Chang-Dae Ham, Associate Professor, University of Illinois at Urbana-Champaign: Cdham317@illinois.edu

Weblink: [Political Advertising: Issues, Opportunities & Challenges Across the Globe \(taylorandfrancis.com\)](https://www.taylorandfrancis.com/books/9781032111111)

References: available upon request due to space limitation. Contact the guest editors. 

Announcements (Calls for Papers)

Submit a Manuscript to the Journal

Journal of Interactive Advertising

For a Special Issue on

Roles and Impacts of Artificial Intelligence (AI)-Powered Persuasion Agents in Advertising

Manuscript deadline
31 December 2024

Journal of Interactive Advertising

Roles and Impacts of Artificial Intelligence (AI)-Powered Persuasion Agents in Advertising

Special issue guest editors:

Drs. Chang-Dae Ham, Ewa Maslowska, and Leona Yi-Fan Su (University of Illinois Urbana-Champaign)

Submission deadline: December 31, 2024

The *Journal of Interactive Advertising* cordially invites researchers to submit contributions to a special issue dedicated to exploring the transformative roles and impacts of Artificial Intelligence (AI) as technology empowering persuasion agents, including but not limited to, the AI-powered virtual influencers, chatbots, social bots, AI assistants, voice recognition speakers, and/or conversational agents/assistants, in the context of advertising, marketing, and strategic communication.

The rapid integration of AI technology has revolutionized various facets of human existence in the realms of advertising, marketing, and strategic communication (Huang and Wang, 2023). AI plays significant roles in these areas, particularly as persuasion agents, replacing the roles that used to be owned and fulfilled by humans. AI-powered persuasion agents are successful at taking over human roles thanks to mentalization - a phenomenon that occurs when consumers encounter a certain persuasion agent, they have an innate tendency to understand the mental state and mind of the agent (Lee and Ham 2023). Recent years have witnessed a significant surge in research attention devoted to AI, unveiling potential roles of AI for advertising (Ford et al., 2023). This accelerated growth continually reshapes the landscape of AI-powered persuasion agents, encompassing its definitions, roles, impacts, and applications in advertising, marketing, and strategic communication.

AI-powered persuasion agents adeptly recommend various products and services to their followers, as evidenced by the works of Campbell et al. (2020), Franke, Groeppel-Klein, and Müller (2023), and Thomas and Fowler (2021). For instance, AI-powered influencers, described as "digitally created artificial humans associated with Internet fame, utilizing software and algorithms to perform tasks akin to humans," have significantly bolstered opportunities for growth in influencer marketing (Thomas and Fowler 2021, 12).

The rapidly evolving phenomenon of AI-powered persuasion agents and its social and behavioral impacts necessitate a state-of-the-art overview to propel future research. This special issue aims to solicit research contributions that enhance our comprehension of the continually evolving roles of AI-powered persuasion agents in the context of advertising, marketing, and strategic communication.

Topics:

This special issue welcomes theoretical, conceptual, empirical, and critical research that focuses on any transformative role of AI as persuasion agents in advertising, marketing, and strategic communication.

Topics of interest include, but are not limited to:

- The roles of AI empowering persuasion agents, such as AI-powered virtual influencers, chatbots, social bots, conversation assistants, and shopping assistants in advertising and marketing communications.
- Consumers' cognitive and emotional responses to AI-powered persuasion agents.
- The impact of deepfakes as persuasion agents.
- Human versus AI-powered persuasion agents and their effects on advertising and marketing communications.
- Collaboration between human and AI-powered persuasion agents in advertising and marketing campaigns.
- Impact of AI-generated advertising on creative work.
- Psychological motivations of following and interacting with AI-powered persuasion agents.
- Overview of the impact of AI-powered persuasion agents on advertising research.
- Methodological approaches for studying AI-powered persuasion agents.
- Challenges, difficulties, and opportunities in investigating the roles of AI-powered persuasion agents in advertising, marketing, and strategic communication.
- Ethical and social issues related to AI-powered persuasion agents including age, gender, ethnicity, and/or socioeconomic status.
- Addressing social and ethical concerns related to gender, ethnicity, and socioeconomic status related to AI-powered persuasion agents.
- Status and recommendations for government regulations in the roles of AI-powered persuasion agents.
- The role of AI-powered persuasion agents in social activism.
- Exploration of the roles of AI-powered persuasion agents in diverse consumers across generations, gender, culture, ethnicity, and marginalized groups.

All submission formatting should follow the author guidelines for the *Journal of Interactive Advertising*. Please send any submission inquiries to the lead guest editor, Chang-Dae Ham (cdham317@illinois.edu).

Submission Instructions

- Select the special issue title “Roles and Impacts of Artificial Intelligence (AI)-Powered Persuasion Agents in Advertising” when submitting your paper to ScholarOne.
- Full-length and Rapid Communication manuscripts are welcome.
- Publication schedule: Accepted articles for this Special Issue Article Collection will be published in the *Journal of Interactive Advertising*'s first available regular issue (i.e., rolling publication); the articles will also be added to a Special Issue Article Collection page upon publication, along with an introduction and editorial from the guest editors.

Weblink: https://think.taylorandfrancis.com/special_issues/roles-and-impacts-of-artificial-intelligence-ai-powered-persuasion-agents-in-advertising/

References: available upon request due to the space limitation. Contact the lead guest editor, Chang-Dae Ham (cdham317@illinois.edu). ✂

Announcements (Job Positions)



The University of Texas at Austin
Moody College of Communication
Stan Richards School of Advertising & Public Relations

Tenure-Track Advertising Faculty Position in Strategic Communication Media & Data Analytics

The Stan Richards School of Advertising & Public Relations at the University of Texas at Austin invites applications for a full-time tenure-track faculty member in Advertising at the rank of assistant professor to begin in Fall 2025. The School of Advertising & Public Relations is housed within the [Moody College of Communication](#), which is ranked #2 in Communication and Media Studies in the United States and #4 in the QS World University Rankings. Moody College includes programs in Communication Studies, Journalism and Media, Radio-Television-Film, and Speech, Language, and Hearing Sciences.

The candidate should be focused on the areas of media, data analytics, AI, and/or computational methods. The ideal candidate will be able to teach across various media management courses including Media Planning, Digital Metrics, Advertising Intelligence, Media Management, and Advanced Research Methods. Experience in the advertising or media industries is preferred but not required.

The candidate should have a research program that displays excellence in applying advertising, strategic communication, and communication theories in the study of media and analytics. Research topics of interest for this position include interdisciplinary research areas such as human-computer interaction, artificial intelligence, machine learning, B2B brand and demand analytics, social media listening, and related developments. In addition to teaching large undergraduate lecture classes and web-based courses, the candidate should be able to teach and advise graduate students at both the Masters and Doctoral levels.

Faculty have access to pre-and post-award external funding support and this faculty is expected to join the Nelson Center for Brand and Demand Analytics as a faculty affiliate. The Center offers undergraduate and graduate certifications in brand and demand analytics to all advertising and public relations students, and the Center works alongside industry partners to develop student skills as well as job placement. The Center functions as a centralized home for student and faculty research.

Additionally, UT Austin offers faculty opportunities to be involved in interdisciplinary Grand Challenges such as Planet 2050, Good Systems (AI for Good), and Whole Communities, Whole Health.

Qualifications:

Required Qualifications

- Applicants must have completed a Ph.D. at the time of the appointment. The applicant's Ph.D. must be in advertising/communication or a related field.


Preferred Qualifications

- Professional experience working in advertising, such as within agency, corporate/in-house, or media agency settings or consulting with strategic communication functions/agencies.

- Experience collaborating across disciplines, especially in areas where communication intersects with other fields like business, psychology, sociology, or technology.
- Actively engage in research and scholarly activities that contribute to the academic excellence of the department.
- Ability to work closely with the professional community to provide students both theoretical and practical exposure to advertising or strategic communication.

Application Instructions

Applicants should submit a letter of interest, curriculum vitae, statements on teaching and research (each statement no more than 500 words) and the names and contact information for three references. Letters of recommendation will be requested of finalists.

Screening of applicants will begin October 15, 2024 and will continue until the position is filled. Applications must be made via Interfolio. If you do not have a Dossier account with Interfolio, you will be prompted to create one prior to applying for the position. If you have questions about using Interfolio, please email help@interfolio.com or call (877) 997-8807. 

Announcements (Job Positions)



The University of Tennessee – Knoxville
College of Communication and Information: Advertising/Public Relations

Assistant/Associate/Full Professor (2 positions)

Location: Knoxville, TN

Open Date: Jun 04, 2024

Description

Tombras School of Advertising and Public Relations, Full Time - [The University of Tennessee Tombras School of Advertising and Public Relations](#) seeks to fill a tenure-track Assistant Professor, Associate Professor, or Full Professor as well as an assistant professor position to begin August 1, 2025.

Qualifications

The Tombras School seeks colleagues with expertise in advertising and a contemporary understanding of the changing aspects of the field. The ability to teach in one or more of the following areas is strongly desired: principles, research, graphic design, issues, media, management, issues, and campaigns. A Ph.D. at the time of the appointment in communications with a concentration in advertising, equivalent, or other relevant fields and evidence of excellence in teaching and research commensurate with appointment at a Carnegie classified Research 1 University are required. Professional experience is preferred. ABDs will be considered for the rank of Assistant Professor.

The successful candidates will demonstrate the potential to receive externally funded research. Responsibilities include maintaining an active program of research, teaching undergraduate and graduate level courses, and performing service to the school, college, university, and discipline. The salary for the positions is competitive and commensurate with experience.

- Candidates for **Assistant Professor** should have a demonstrated potential to succeed as a junior faculty at a state flagship campus such as University of Tennessee, Knoxville.
- Candidates for **Associate Professor** should have a demonstrated record of publishing in top publication venues and service to both their research fields and their home institutions.
- Candidates for **Professor** should be nationally recognized researchers with active and distinct research agendas. A record of or potential for obtaining external funding is also desirable.

Tombras School of Advertising and Public Relations

Housed in the College of Communication and Information, the Tombras School of Advertising and Public Relations makes history as the first named school at the University of Tennessee, Knoxville, and the first named school of advertising and public relations in the SEC and among all land-grant institutions in the country. Details on its vision for diversity, equity, and inclusion efforts as well as its mission to be a leading academic institution in the fields can be found [here](#).

The Tombras School of Advertising and Public Relations includes 18 full-time faculty members who engage in quantitative and qualitative research with the goal of advancing public relations and advertising theory and informing practice. The school offers coursework at both the graduate and undergraduate levels. The School includes approximately 600 undergraduate majors and 35 M.S. and doctoral students. Visit the websites for the [College](#) and [School](#) for more information.

The College of Communication and Information

The College of Communication and Information (CCI) consists of four schools: Advertising and Public Relations, [Communication Studies](#), [Information Sciences](#), and [Journalism and Media](#). CCI has approximately 1,500 undergraduate majors (across five undergraduate majors in advertising, public relations, communication studies, information sciences, and journalism and electronic media) and approximately 420 graduate students (including a College-wide M.S. and Ph.D. degrees in communication & information and an M.S. degree in information sciences). The College's [Research & Innovation Center](#) (RIC) provides a wide array of support services for CCI faculty interested in pursuing sponsored research. The Center involves dozens of researchers across various disciplines and agencies to focus the array of talent in CCI, the University of Tennessee, Oak Ridge National Laboratory, and other research institutions in the pursuit and conduct of sponsored research. College-wide research facilities include: the Adam Brown Social Media Command Center, the Scripps Convergence Lab, a User Experience Lab, and a Message Effects/Focus Group Lab.


The University of Tennessee and Knoxville

[The University of Tennessee](#) is the state of Tennessee's flagship university and its only public Carnegie Research 1 institution. As a land-grant university and as Volunteers, serving the state and nation are key to its mission. UT enrolls approximately 30,000 students at its Knoxville campus. Demographically, 24% of all students identify as non-white, 24% identify as first-generation students, and 29% are Pell-eligible. The University culture is guided by adherence to core values that define the Volunteer spirit and include: seeking knowledge, leading with innovation and integrity, advancing diversity and inclusion, engaging locally and globally, and embracing responsible stewardship of resources.

Nestled in the foothills of the Great Smoky Mountains, [Knoxville](#) has a metropolitan statistical area population of more than 850,000 people. This moderate-sized city has a vibrant nightlife that includes numerous theaters and museums, a great music scene, a symphony orchestra and an opera company, world-class restaurants, many cultural festivals, and a downtown market square. Surrounded by 8 lakes and the Tennessee River, the Knoxville area boasts wonderful year-round water activities, including boating, fishing, and swimming that make for scenic and breathtaking views of the area. Knoxville is also home to many leading corporations, including Warner Brothers/Discovery, Regal Cinemas, Bush Brothers & Company, TVA, Ruby Tuesday, Pilot Flying J, and Alcoa. It also has a number of prominent advertising/public relations firms and is the fifth largest video production center in the United States. The Knoxville campus of the University of Tennessee is seeking candidates who have the ability to contribute in meaningful ways to the diversity and intercultural goals of the University.

To apply, please submit a letter of application, curriculum vita or resume, and the names and contact information of at least three references on [Interfolio](#). Additionally, if you have classroom experience, you may send teaching evaluations. Please email adpr@utk.edu with any questions, using the subject line: Assistant/Associate Professor Positions. Review of applications begins September 9, 2024, and continues until the position is filled.

Equal Employment Opportunity Statement

All qualified applicants will receive equal consideration for employment and admission without regard to race, color, national origin, religion, sex, pregnancy, marital status, sexual orientation, gender identity, age, physical or mental disability, genetic information, veteran status, and parental status, or any other characteristic protected by federal or state law. In accordance with the requirements of Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act of 1990, the University of Tennessee affirmatively states that it does not discriminate on the basis of race, sex, or disability in its education programs and activities, and this policy extends to employment by the university. Requests for accommodations of a disability should be directed to the Office of Equal Opportunity and Accessibility, 1840 Melrose Avenue Knoxville, Tennessee 37996-3560 or eo@utk.edu or (865)974-2498. Inquiries and charges of violation of Title VI (race, color and national origin), Title IX (sex), Section 504 (disability), the ADA (disability), the Age Discrimination in Employment Act (age), sexual orientation, or veteran status should be directed to the Office of Investigation & Resolution 216 Business Incubator Building 2450 EJ. Chapman Drive Knoxville, Tennessee 37996 or (865)974-0717 or investigations@utk.edu. 

Announcements (Job Positions)



Pepperdine University, Malibu
Seaver College, Communication Division

Tenure- Track Assistant Professor of Advertising

Location: Malibu, CA

Open Date: Aug 08, 2024

Description

The Communication Division of Pepperdine University's Seaver College of Letters, Arts, and Sciences invites applications for a tenure-track appointment as an Assistant Professor of Advertising to begin August 2025. The ideal candidate will be committed to excellent undergraduate teaching, have a clear research agenda, and be active in a faith community. To be eligible for a tenure-track position, the successful candidate must hold a PhD in Advertising, Mass Communication, Marketing Communication, Communication, Computer Science, or a related field no later than August 1, 2025.

Successful candidates must possess knowledge of advertising principles and foundations, as well as teaching and research expertise in incorporating the art of persuasive communication into modern digital advertising. They should have teaching expertise in digital strategy, AI-powered advertising, media planning, research, campaigns, or other relevant courses. Scholars interested in research on emerging issues in advertising, such as AI, social media advertising, CSR, sustainability, diversity and inclusion, are especially encouraged to apply. Candidates should be able to teach relevant theories and concepts, as well as the practical application of related technologies. Professional experience in the field is highly desirable. Candidates should aim to collaborate with other disciplines to enrich advertising curriculum, and must plan to advise students, oversee internships, and advance the university, college, and division through service.

Pepperdine's undergraduate Seaver College is a residential liberal arts college of more than 3,550 students situated in Malibu, California. It is affiliated with the churches of Christ and the Restoration tradition within Protestant Christianity. All applicants must have an active commitment to the Christian mission and values of the University and reflect on their willingness to support the mission of Seaver College in their application materials.

The salary for this appointment will range from \$87,795 and \$93,909 and reflects what Pepperdine University reasonably expects to pay for this faculty appointment. Actual salary may vary based on the qualifications and experience of the applicant, as well as market conditions. In addition to salary, Pepperdine offers a robust suite of employee benefits.

Review of applicants will begin October 1, 2024 and continue until the position is filled. A background check will be required as a condition of employment. Please submit all application materials through Interfolio:

<https://apply.interfolio.com/151807>

For additional information, please contact:

- HoYoung (Anthony) Ahn, PhD (hoyoung.ahn@pepperdine.edu)
Chair, Search Committee
Seaver College, Pepperdine University
24255 Pacific Coast Highway
Malibu, CA 90263-4211

Application Instructions

Applicants are required to submit the following documents:

- **A letter of application**
- **A curriculum vitae**
- **Three current letters of reference.** All letters should be specific to the position and completed within one year prior to the date of submission. The name and email address for each individual providing a letter of recommendation is required when submitting an application.
- **Transcripts of all graduate work** (*Unofficial copies are acceptable for the application; however, official transcripts may be required for selected applicants.*)
- **Teaching statement.** The teaching statement should reflect on the candidate's values, beliefs, and goals regarding the teaching and learning process and any pedagogical practices used or envisioned to achieve these goals. Two to three pages maximum length is requested.
- **Scholarly/Creative Agenda.** The statement should outline applicants' short- and long-term objectives and goals for their research and/or creative activities. Candidates should reflect on currently published or presented work(s) as a foundation for the statement. Two to three pages maximum length is requested.
- **Response to Mission.** Pepperdine University's mission statement declares that we are a Christian university committed to the highest standards of academic excellence and Christian values, where students are strengthened for lives of purpose, service, and leadership. Religiously affiliated with the churches of Christ, it is the purpose of Pepperdine to pursue the very highest employment and academic standards within a context which celebrates and extends the spiritual and ethical ideals of the Christian faith. In pursuit of its mission, Pepperdine reserves the right to recruit and hire persons who richly embrace the goals and Christian mission of the University.

At Seaver College, the undergraduate college of letters, arts, and science at Pepperdine, our faith calls us to uphold the highest standards of academic and scholarly excellence. To achieve this goal, the college's mission statement affirms that we are a Christian college where each student is a person of infinite dignity and their total development is centered at the heart of our educational enterprise. Arising from our faith, we commit to pursue truth relentlessly in all disciplines, fully confident that it has nothing to fear from investigation.

Candidates should thoughtfully reflect on the Christian missions of Pepperdine University and Seaver College and address the following areas in their response.

- A consistent pattern of support for generally accepted Christian values and the mission of Pepperdine University.
- Active participation in a community of faith.
- Either current practice or vision for integrating faith and learning in the classroom.

A background check will be required as a condition of employment. Depending on the position, the search committee may request that additional materials accompany the application (e.g., prior teaching evaluations, portfolio of scholarly work, etc.)

Equal Employment Opportunity Statement

Pepperdine is an Equal Employment Opportunity Employer and does not unlawfully discriminate on the basis of any status or condition protected by applicable federal, state, or local law. Pepperdine is committed to providing a work environment free from all forms of harassment and discrimination. Engaging in unlawful discrimination or harassment will result in appropriate disciplinary action, up to and including dismissal from the University.

Pepperdine is religiously affiliated with the Churches of Christ. It is the purpose of Pepperdine to pursue the very highest employment and academic standards within a context which celebrates and extends the spiritual and ethical ideals of the Christian faith. While students, faculty, staff and members of the Board of Regents represent many religious backgrounds, Pepperdine reserves the right to seek, hire and promote persons who support the goals and mission of the institution, including the right to prefer co-religionists.

It is the intent of the University to create and promote a diverse work force consistent with its stated goals and mission. ~~AA~~

AAA 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 for Education in Journalism and Mass Communication)
- AEF – ANA Educational Foundation
- 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
- EAA – European Advertising Academy
- ICA – International Communication Association
- IJA – *International Journal of Advertising*
- NCA – National Communication Association
- SCP – Society for Consumer Psychology (APA Division 23)
- SMA – Society for Marketing Advances

AAA members may also run a brief (one-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, HoYoung (Anthony) Ahn at hoyoung.ahn@pepperdine.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** 