

AM750 major projects (advertising)

[View Online](#)

1.

Wharton C. Advertising as Culture. Intellect; 2013.

<https://ebookcentral.proquest.com/lib/falmouth-ebooks/detail.action?docID=1114558>

2.

Pickering M. Research Methods for Cultural Studies. Edinburgh University Press; 2008.

<http://www.vlebooks.com/vleweb/product/openreader?id=Falmouth&isbn=9780748631193>

3.

Oliver P. The Student's Guide to Research Ethics. Second edition. Open University Press, McGraw-Hill Education; 2010.

<https://ebookcentral.proquest.com/lib/falmouth-ebooks/detail.action?docID=557103>

4.

Bryman A. Social Research Methods. Fifth edition. Oxford University Press; 2016.

5.

Ruane JM. Introducing Social Research Methods: Essentials for Getting the Edge. Wiley Blackwell; 2016.

<https://ebookcentral.proquest.com/lib/falmouth-ebooks/detail.action?docID=4187341>

6.

Wardle J. Developing Advertising with Qualitative Research. Vol 6. SAGE]; 2010.
<https://ebookcentral.proquest.com/lib/falmouth-ebooks/detail.action?pq-origsite=primo&docID=343974>

7.

Okazaki S, Mueller B. Global Advertising: Insights from Multiple Markets. Vol 24, no. 5. Emerald Group Publishing; 2007.
https://falmouth.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService&package_service_id=2502068610005136&institutionId=5136&customerId=5135

8.

Mitchell KM, Clark AM. Five Steps to Writing More Engaging Qualitative Research. International Journal of Qualitative Methods. 2018;17(1). doi:10.1177/1609406918757613

9.

Nair SR. Marketing Research. Rev. ed. Himalaya Pub. House; 2009.
https://falmouth.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService&package_service_id=2500611550005136&institutionId=5136&customerId=5135

10.

Cottrell S. Critical Thinking Skills: Developing Effective Analysis and Argument. 2nd ed. Palgrave Macmillan; 2011.
<http://www.vlebooks.com/vleweb/product/openreader?id=Falmouth&isbn=9780230344891>

11.

The Future 100: Trends and change to watch in 2018 | WARC.
https://proxy.openathens.net/login?entityID=https%3A%2F%2Fshibboleth.falmouth.ac.uk%2Fidp%2Fshibboleth&qurl=https://www.warc.com/content/article/warc-research/the_future_100_trends_and_change_to_watch_in_2018/117631

12.

Looking in through outdoor: a socio-cultural and historical perspective on ... International Journal of Advertising. Published online 2015.
<http://search.ebscohost.com/login.aspx?direct=true&db=ufh&AN=108625390&site=ehost-live&authtype=shib&custid=s9799604>

13.

250 years of genius: The evolution of Guinness advertising.
<http://www.thejournal.ie/250-years-of-genius-the-evolution-of-guinness-advertising-382849-Mar2012/>

14.

MEANING MATTERS. Journal of Advertising. Published online 2010.
<http://search.ebscohost.com/login.aspx?direct=true&db=ufh&AN=51313137&site=ehost-live&authtype=shib&custid=s9799604>

15.

Diaz AC. GRAB YOUR HEADSET: PRODUCERS PLUNGE INTO VIRTUAL REALITY. 86(3).
<http://search.ebscohost.com/login.aspx?direct=true&db=ufh&AN=100982398&site=ehost-live&authtype=shib&custid=s9799604>

16.

Cogley, Michael. Virtual reality: Advertising in a world that isn't quite our own. Sunday Independent.
<https://search.proquest.com/docview/1797769988?pq-origsite=summon&accountid=15894>

17.

Ben-Ur J, Mai E (Shirley), Yang J. Hedonic Consumption in Virtual Reality. Journal of Internet Commerce. 2015;14(3):406-423. doi:10.1080/15332861.2015.1081792

18.

Southgate D, Westoby N, Page G. Creative determinants of viral video viewing. International Journal of Advertising. 2010;29(3):349-368.
doi:10.2501/S0265048710201221

19.

Heath R, Hyder P. Measuring the Hidden Power of Emotive Advertising. *International Journal of Market Research*. 2005;47(5):467-486. doi:10.1177/147078530504700504

20.

Chrzanowska J. *Interviewing Groups and Individuals in Qualitative Market Research*. Vol 2. SAGE]; 2010.
<https://ebookcentral.proquest.com/lib/falmouth-ebooks/detail.action?docID=343978>

21.

Lawlor, Margaret-Anne¹Prothero, Andrea². Exploring children's understanding of television advertising - beyond the advertiser's perspective. *European Journal of Marketing*. 2008;42(11):1203-1223. doi:10.1108/03090560810903046

22.

Montes C, Roca D. El liderazgo femenino en la creatividad publicitaria. *Cuadernos.info*. 2016;(39):113-131. doi:10.7764/cdi.39.1039

23.

Moeran B. *Ethnography at Work*. Berg; 2006.
<https://ebookcentral.proquest.com/lib/falmouth-ebooks/detail.action?docID=487181>

24.

Desai P. *Methods beyond Interviewing in Qualitative Market Research*. Vol 3. SAGE]; 2010.
<https://ebookcentral.proquest.com/lib/falmouth-ebooks/detail.action?pq-origsite=primo∓docID=343977>

25.

Jayasinghe L, Ritson M. Everyday Advertising Context: An Ethnography of Advertising Response in the Family Living Room. *Journal of Consumer Research*. 2013;40(1):104-121. doi:10.1086/668889

26.

Fowler K, Thomas V. A content analysis of male roles in television advertising: Do traditional roles still hold? *Journal of Marketing Communications*. 2015;21(5):356-371. doi:10.1080/13527266.2013.775178

27.

Segev S, Fernandes J, Hong C. Is Your Product Really Green? A Content Analysis to Reassess Green Advertising. *Journal of Advertising*. 2016;45(1):85-93. doi:10.1080/00913367.2015.1083918

28.

Caldas-Coulthard CR. Body branded. *Journal of Language and Politics*. 2008;7(3):451-470. doi:10.1075/jlp.7.3.06ros

29.

Chen SH, Lee KP. The Role of Personality Traits and Perceived Values in Persuasion: an Elaboration Likelihood Model Perspective on Online Shopping. *Social Behavior and Personality: an international journal*. 2008;36(10):1379-1399. doi:10.2224/sbp.2008.36.10.1379

30.

Malthouse EC, Li H. Opportunities for and Pitfalls of Using Big Data in Advertising Research. *Journal of Advertising*. 2017;46(2):227-235. doi:10.1080/00913367.2017.1299653

31.

Liu X, Burns AC, Hou Y. An Investigation of Brand-Related User-Generated Content on Twitter. *Journal of Advertising*. 2017;46(2):236-247. doi:10.1080/00913367.2017.1297273

32.

Cheng H. *The Handbook of International Advertising Research*. First edition. John Wiley &

Sons; 2014.

[http://falmouth.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService
&package_service_id=1142557030005136&institutionId=5136&customerId=5135](http://falmouth.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService&package_service_id=1142557030005136&institutionId=5136&customerId=5135)

33.

Rossiter JR, Percy L. Methodological Guidelines for Advertising Research. *Journal of Advertising*. 2017;46(1):71-82. doi:10.1080/00913367.2016.1182088

34.

Riffe D, Lacy S, Fico F. *Analyzing Media Messages: Using Quantitative Content Analysis in Research*. Third edition. Routledge; 2014.

<http://www.vlebooks.com/vleweb/product/openreader?id=Falmouth&isbn=9780203551691>

35.

Pardun CJ, ed. *Advertising and Society: An Introduction*. 2nd ed. Wiley Blackwell; 2014.

[http://falmouth.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService
&package_service_id=1142557070005136&institutionId=5136&customerId=5135](http://falmouth.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService&package_service_id=1142557070005136&institutionId=5136&customerId=5135)

36.

Hackley CE, Hackley RA. *Advertising & Promotion*. Fourth edition. SAGE; 2018.

37.

Hart C, Open University. *Doing a Literature Review: Releasing the Social Science Research Imagination*. SAGE; 1998.

38.

The Future 100: 2018 - JWT Intelligence.

<https://www.jwtintelligence.com/trend-reports/the-future-100-2018/>