

AM750 major projects (advertising)

[View Online](#)

'250 Years of Genius: The Evolution of Guinness Advertising'. n.d. [online]. Available at: <http://www.thejournal.ie/250-years-of-genius-the-evolution-of-guinness-advertising-382849-Mar2012/>.

BEN-UR, Joseph, Enping (Shirley) MAI and Jun YANG. 2015. 'Hedonic Consumption in Virtual Reality'. *Journal of Internet Commerce* 14(3), [online], 406–23. Available at: https://www.tandfonline.com/doi/pdf/10.1080/15332861.2015.1081792?casa_token=c0srlxaztYYAAAAA:HsSGrzv-KkUfDAonKVRidhfV-W_Gk29_j-9t1MBA-e9wJyQUR3DOYoYTIW--NB-9I2qQwzCMbZxg5A.

BRYMAN, Alan. 2016. *Social Research Methods*. Fifth edition. Oxford: Oxford University Press.

CALDAS-COULTHARD, Carmen Rosa. 2008. 'Body Branded'. *Journal of Language and Politics* 7(3), 451–70.

CHEN, Shu -Hui and Kuan -Ping LEE. 2008. '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* 36(10), 1379–99.

CHENG, Hong. 2014. *The Handbook of International Advertising Research*. First edition. Malden, Massachusetts: John Wiley & Sons. Available at: http://falmouth.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService&package_service_id=1142557030005136&institutionId=5136&customerId=5135.

CHRZANOWSKA, Joanna. 2010. *Interviewing Groups and Individuals in Qualitative Market Research* [electronic resource]. vol. 2. [Thousand Oaks, Calif: SAGE]. Available at: <https://ebookcentral.proquest.com/lib/falmouth-ebooks/detail.action?docID=343978>.

COGLEY, MICHAEL. n.d. 'Virtual Reality: Advertising in a World That Isn't Quite Our Own'. *Sunday Independent* [online]. Available at: <https://search.proquest.com/docview/1797769988?pq-origsite=summon&accountid=15894>.

COTTRELL, Stella. 2011. *Critical Thinking Skills: Developing Effective Analysis and Argument* [electronic resource]. 2nd ed. Basingstoke: Palgrave Macmillan. Available at: <http://www.vlebooks.com/vleweb/product/openreader?id=Falmouth&isbn=9780230344891>.

DESAI, Philly. 2010. *Methods beyond Interviewing in Qualitative Market Research*

[electronic resource]. vol. 3. [Thousand Oaks, Calif: SAGE]. Available at: <https://ebookcentral.proquest.com/lib/falmouth-ebooks/detail.action?pq-origsite=primo∓docID=343977>.

DIAZ, Ann-Christine. n.d. 'GRAB YOUR HEADSET: PRODUCERS PLUNGE INTO VIRTUAL REALITY' 86(3), [online]. Available at: <http://search.ebscohost.com/login.aspx?direct=true&db=ufh&AN=100982398∓site=ehost-live&authtype=shib&custid=s9799604>.

FOWLER, Kendra and Veronica THOMAS. 2015. 'A Content Analysis of Male Roles in Television Advertising: Do Traditional Roles Still Hold?' *Journal of Marketing Communications* 21(5), 356–71.

HACKLEY, Christopher E. and Rungpaka Amy HACKLEY. 2018. *Advertising & Promotion*. Fourth edition. Los Angeles: SAGE.

HART, Chris and OPEN UNIVERSITY. 1998. *Doing a Literature Review: Releasing the Social Science Research Imagination*. London: SAGE.

HEATH, Robert and Pam HYDER. 2005. 'Measuring the Hidden Power of Emotive Advertising'. *International Journal of Market Research* 47(5), 467–86.

JAYASINGHE, Laknath and Mark RITSON. 2013. 'Everyday Advertising Context: An Ethnography of Advertising Response in the Family Living Room'. *Journal of Consumer Research* 40(1), 104–21.

LAWLOR, MARGARET-ANNE¹PROTHERO, ANDREA². 2008. 'Exploring Children's Understanding of Television Advertising - beyond the Advertiser's Perspective.' *European Journal of Marketing* 42(11), 1203–23.

LIU, Xia, Alvin C. BURNS and Yingjian HOU. 2017. 'An Investigation of Brand-Related User-Generated Content on Twitter'. *Journal of Advertising* 46(2), 236–47.

'Looking in through Outdoor: A Socio-Cultural and Historical Perspective On ...' 2015. *International Journal of Advertising* [online]. Available at: <http://search.ebscohost.com/login.aspx?direct=true&db=ufh&AN=108625390&site=ehost-live&authtype=shib&custid=s9799604>.

MALTHOUSE, Edward C. and Hairong LI. 2017. 'Opportunities for and Pitfalls of Using Big Data in Advertising Research'. *Journal of Advertising* 46(2), 227–35.

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

MITCHELL, Kim M. and Alexander M. CLARK. 2018. 'Five Steps to Writing More Engaging Qualitative Research'. *International Journal of Qualitative Methods* 17(1), [online]. Available at: <https://go.openathens.net/redirector/falmouth.ac.uk?url=http://journals.sagepub.com/doi/pdf/10.1177/1609406918757613>.

MOERAN, Brian. 2006. *Ethnography at Work* [electronic resource]. New York: Berg.

Available at:

<https://ebookcentral.proquest.com/lib/falmouth-ebooks/detail.action?docID=487181>.

MONTES, Clara and David ROCA. 2016. 'El Liderazgo Femenino En La Creatividad Publicitaria'. Cuadernos.info (39), [online], 113-31. Available at: <http://search.ebscohost.com/login.aspx?direct=true&db=ufh&AN=123946052&site=ehost-live&authtype=shib&custid=s9799604>.

NAIR, Suja R. 2009. Marketing Research [electronic resource]. Rev. ed. Mumbai [India]: Himalaya Pub. House. Available at: https://falmouth.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService&package_service_id=2500611550005136&institutionId=5136&customerId=5135.

OKAZAKI, Shintaro and Barbara MUELLER. 2007. Global Advertising: Insights from Multiple Markets [electronic resource]. vol. 24, no. 5. Bradford, England: Emerald Group Publishing. Available at: https://falmouth.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService&package_service_id=2502068610005136&institutionId=5136&customerId=5135.

OLIVER, Paul. 2010. The Student's Guide to Research Ethics. Second edition. Berkshire, England: Open University Press, McGraw-Hill Education. Available at: <https://ebookcentral.proquest.com/lib/falmouth-ebooks/detail.action?docID=557103>.

PARDUN, Carol J. (ed.). 2014. Advertising and Society: An Introduction. 2nd ed. Chichester, West Sussex, England: Wiley Blackwell. Available at: http://falmouth.alma.exlibrisgroup.com/view/action/uresolver.do?operation=resolveService&package_service_id=1142557070005136&institutionId=5136&customerId=5135.

PICKERING, Michael. 2008. Research Methods for Cultural Studies [electronic resource]. Edinburgh: Edinburgh University Press. Available at: <http://www.vlebooks.com/vleweb/product/openreader?id=Falmouth&isbn=9780748631193>.

RIFFE, Daniel, Stephen LACY and Frederick FICO. 2014. Analyzing Media Messages: Using Quantitative Content Analysis in Research [electronic resource]. Third edition. New York: Routledge. Available at: <http://www.vlebooks.com/vleweb/product/openreader?id=Falmouth&isbn=9780203551691>.

ROSSITER, John R. and Larry PERCY. 2017. 'Methodological Guidelines for Advertising Research'. Journal of Advertising 46(1), 71-82.

RUANE, Janet M. 2016. Introducing Social Research Methods: Essentials for Getting the Edge. Chichester, England: Wiley Blackwell. Available at: <https://ebookcentral.proquest.com/lib/falmouth-ebooks/detail.action?docID=4187341>.

SEGEV, Sigal, Juliana FERNANDES and Cheng HONG. 2016. 'Is Your Product Really Green? A Content Analysis to Reassess Green Advertising'. Journal of Advertising 45(1), 85-93.

SOUTHGATE, Duncan, Nikki WESTOBY and Graham PAGE. 2010. 'Creative Determinants of Viral Video Viewing'. *International Journal of Advertising* 29(3), 349–68.

'The Future 100: 2018 - JWT Intelligence'. n.d. [online]. Available at:
<https://www.jwtintelligence.com/trend-reports/the-future-100-2018/>.

'The Future 100: Trends and Change to Watch in 2018 | WARC'. n.d. [online]. Available at:
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.

WARDLE, Judith. 2010. *Developing Advertising with Qualitative Research* [electronic resource]. vol. 6. [Thousand Oaks, Calif: SAGE]. Available at:
<https://ebookcentral.proquest.com/lib/falmouth-ebooks/detail.action?pq-origsite=primo&docID=343974>.

WHARTON, Chris. 2013. *Advertising as Culture* [electronic resource]. Bristol: Intellect. Available at:
<https://ebookcentral.proquest.com/lib/falmouth-ebooks/detail.action?docID=1114558>.