

TWG on Advertising Research Report 2011

Established July 2011, the Advertising Research Temporary Working Group gained 45 members over the last months. To maintain this initial growth, the Management Team fosters collaborations with other associations within the field of communication research and media studies as well as other disciplines, addressing advertising as a research topic.

As one main occasion where interested researchers should convene, the TWG organises its initial symposium Advertising in Communication & Media Research at the University of Tuebingen in Germany – 14th-15th of June 2012.

<http://www.uni-tuebingen.de/fakultaeten/philosophische-fakultaet/fachbereiche/philosophie-rhetorik-medien/institut-fuer-medienwissenschaft/aktuelles/konferenzen.html>

This first symposium welcomes contributions that address advertising from a variety of research perspectives. Object of this inaugural symposium is a synoptic view of the current status of advertising research in communication and media research on an international level. The Advertising Research Group's policy aims to develop, coordinate and implement an infrastructure for joint foundational research, communication, discussion and the support of early career researchers. On this note, we established a special workshop section for Master/PhD students' projects that takes place within the symposium's programme. Colleagues who are interested to feature corresponding projects are kindly requested to contact the Management Team for further information. The TWG organises this symposium on the evidence of TWG members' sustaining demand to form an event that allows for a reasonable number of research presentations.

In order to develop a sustainable format for the TWG-symposia the Management Team already negotiated about a conjoint symposium with the German Communication Research Association's (DGPK) Advertising Communication Group in 2013. A detailed proposal for the 2013 symposium will be presented at the TWG's business meeting, which will take place at the conference in Tuebingen, 14th-15th of June 2012.

In 2012 the TWG is asked to organise one panel at the ECC in Istanbul. In the light of the limitation of presentations, the Management Team is actually composing a panel that mirrors the complexity of advertising research in communication and media research. For the TWG's members attending the conference in Istanbul the Management Team attempts to organise a reception.

Ongoing tasks in 2012 concern the completion of the TWG's website, which currently is tested for release. Strategically, the Management Team will continue to join forces with other disciplines and associations related to advertising research in order to recruit further ECREA TWG-members. The collaboration ranges from conjoint workshops and co-sponsored conferences to co-edited publications. On this note, the Management Team will present a proposal in the course of the business meeting in 2012.