

# OBJECTIVES

The following Document represents the Objectives for the *Advertising Research* Temporary Working Group of the European Communication Research and Education Association.

The establishment of the Advertising Research Temporary Working Group is informed by the belief that advertising is a particularly salient area of inquiry today. The democratic status of a society is essentially rated by the terms and conditions, among which the media produce and distribute content, and by the terms and conditions, among which this content is received and used by media's audiences. Ever since, advertising is an integral part of these *media societies*.

On this account, advertising should also be a vital part of communication and media research. The Advertising Research Temporary Working Group of ECREA encompasses a variety of perspectives, including advertising as steady part of mass media's programme, as an essential player and participant in debates concerning media effects, in regard of audience and reception research as well as in the sight of aspects of media convergence and changing consumer behaviour. The Advertising Research Temporary Working Group of ECREA traces media societies' transitions: as a part of higher education, advertising research plays an increasingly role in communication and media departments, in educational programmes and curricula. These developments need to be accompanied by a strong institutional body that fosters scientific exchange, supports collaborative research and allows for an intercultural understanding among scholars.

Not only is there a need for scientific reflection on advertising from the perspective of Communication and Media Studies, but there is also such a need from the perspective of advertising itself, which is evermore under the pressure of professionalisation in regard of higher requirements in the creative industries' work sphere.

The Advertising Research Temporary Working Group sets out to strengthen theoretical reasoning, critical reflection and empirical exploration in advertising research as an inherent part of communication and media studies. As a distinct field, advertising research reflects the role and impact of advertising in view of the entirety of media societies and mass communication. In this respect, the Advertising Research Temporary Working Group of ECREA actively promotes and supports collaboration within the ECREA network, fostering close cooperation with the ECREA sections, networks and other Temporary Working Groups. It is the purpose of the Advertising Research Temporary Working Group to maintain these collaborations in regard of common research interests as characteristically shared with the Organisational and Strategic Communication Section and the Audience and Reception Studies Section of ECREA.

The Advertising Research Temporary Working Group perceives its tasks and goals in the interest of all ECREA-members. The Advertising Research Temporary Working Group is informed by the commitment to cultivate and encourage the manifoldness of communication and media research in terms of a mutual research framework. These collaborations range from aspects of strategic communication, media economy, media effects, environmental communication, communication history, communication policy, regulation and law, digital culture and communication to aspects of advertising and gender, advertising and social interaction and not at least to aspects of the relation between advertising and other institutionalised and professionalised forms of communication like journalism and public relations.

As part of ECREA, the Advertising Research Temporary Working Group in particular sets out to consolidate a European forum for advertising research in the field of communication and media research. Guided by the ideal of a free, rational, diverse, engaged and, socially just Europe, the Advertising Research Temporary Working Group is explicitly oriented to reflect the cultural variety and the variety of traditions in the history of thought, scholarship and science. The Advertising Research Temporary Working Group recognises the development of a common European agency as highly desirable for the furthering of the activities that go under the name "Advertising Research". The TWG's policy aims to develop, coordinate and implement an infrastructure for joint foundational research, communication, discussion and the support of early career researchers.