

Narrative Advertising Models and Conceptualization in the Digital Age

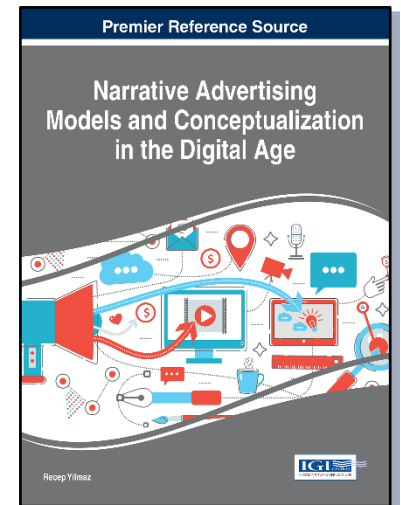
Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

Recep Yilmaz (Ondokuz Mayıs University, Turkey)

Description:

The ubiquity of technology in modern society has opened new opportunities for businesses to employ marketing strategies. Through digital media, new forms of advertisement creativity can be explored.

Narrative Advertising Models and Conceptualization in the Digital Age is a pivotal reference source that features the latest scholarly perspectives on the implementation of narration and storytelling in contemporary advertising. Including a range of topics such as digital games, viral advertising, and interactive media, this book is an ideal publication for business managers, researchers, academics, graduate students, and professionals interested in the enhancement of advertising strategies.



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Topics Covered:

- Animation
- Augmented Reality
- Digital Games
- Interactive Advertising
- Mobile Advertising
- Tourism Marketing
- Violence Narration
- Viral Advertising

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Table of Contents

Foreword

Preface

Acknowledgment

Section 1

New Models and Conceptualizations for Advertising Narration

Chapter 1

A Model for Interactive Advertising Narration

Filiz Akbaba Resuloğlu, Kocaeli University, Turkey

Recep Yılmaz, Ondokuz Mayıs University, Turkey

Chapter 2

Homo-di-fict; Creations Turn against Humanity in South Park Town

Filiz Erdoğan Tuğran, Ondokuz Mayıs University, Turkey

Aytaç Hakan Tuğran, Kocaeli University, Turkey

Chapter 3

Actor Effect: A Study on Historical Figures Who Have Shaped the Advertising Narration

Bilgen Başal, Yeditepe University, Turkey

Chapter 4

Mobile Advertising: Mobile Advergame Models for Tourism Marketing

Evrin Çeltek, Gaziosmanpaşa University, Turkey

Chapter 5

Advergamers: New Advertising Fans of the Digital Age

Veysel Çakmak, Aksaray University, Turkey

Section 2

Historical Transformation of Narrative Advertising Components

Chapter 6

Narrative 3.0: Generating of User Integrated Narrative

M. Nur Erdem, Ondokuz Mayıs University, Turkey

Chapter 7

Create It! Extend It! Evolution of Comics through Narrative Advertising

Uğur Kılınç, Ondokuz Mayıs University, Turkey

Chapter 8

Historical Transformation of the Advertising Narration in Turkey:

From Stereotype to Digital Media

Recep Yılmaz, Ondokuz Mayıs University, Turkey

Ali Çakır, Ondokuz Mayıs University, Turkey

Filiz Akbaba Resuloğlu, Kocaeli University, Turkey

Chapter 9

The Structural Transformation of Space in Turkish Television Commercials as a Narrative Component

Burcu Altıparmak, Ondokuz Mayıs University, Turkey

Chapter 10

A Literature Review on the Viral Advertising Narrative Structure

Murat Koçyiğit, Necmettin Erbakan University, Turkey

Chapter 11

The Functions of the Narrator in Digital Advertising

Nursel Bolat, Ondokuz Mayıs University, Turkey

Section 3

Researches on Narrative Advertising

Chapter 12

An Experimental Research about Using Augmented Reality in Advertising for Measurement of Advertisement Liking and Effectiveness Level

İdil Sayımer, Kocaeli University, Turkey

Banu Küçüksaraç, Kocaeli University, Turkey

Chapter 13

Violence Narration in Digital Advertising

Hasan Turgut, Ondokuz Mayıs University, Turkey

Chapter 14

The Reconstruction of the 'Youth Ideal' in Narrative Advertising

Gülten Arslantürk, Ondokuz Mayıs University, Turkey

Chapter 15

QR Code Advertisements in Tourism Marketing

Evrin Çeltek, Gaziosmanpaşa University, Turkey

Chapter 16

Labour as Chronotope: Happy Tomorrow Discourse In Narrative Advertising

Hasan Turgut, Ondokuz Mayıs University, Turkey

Merve Turgut, İstanbul University, Turkey

Chapter 17

Space as a Character in Narrative Advertising: A Qualitative Research on Country Promotion Works

Aysu Altaş, Aksaray University, Turkey

Compilation of References

About the Contributors

Index

Recep Yılmaz , Ph.D., has been working as an Assistant Professor at Ondokuz Mayıs University, Faculty of Communication, Public Relations and Publicity Department since 2015 February. Dr. Yılmaz has co-authored six books (Handbook of Research on Effective Advertising Strategies in the Social Media Age, Traditional and Digital Advertising in 150 Questions, Techniques for Scriptwriting, Advertising in 99 Questions, Keywords in Advertising, Leadership and its Contemporary Dimensions) and has published numerous papers in several journals, conference proceedings and chapters in edited books since he got his MA. His major is Narrative Theory and Advertising. He also has studies on theoretical and literary communication. Some of the graduate courses he has given are "Narration in Literature, Cinema and Advertising", "Historical Development of Communication Science" and "Globalization of Financial Institutions and Digital Advertising".