



Trends in advertising and consumption research: a longitudinal analysis of the academic field in Brazil from 2006 to 2018

Tendências na pesquisa de publicidade e consumo: uma análise longitudinal do campo acadêmico no Brasil de 2006 a 2018

Eneus Trindade

PhD in Communication Sciences from Universidade de São Paulo (USP)

Institution: Universidade de São Paulo (USP)

Address: Avenida Professor Lúcio Martins Rodrigues, Cidade Universitária, São Paulo – SP, CEP: 05508-900

E-mail: eneustrindade@usp.br

Daniel Dubosselard Zimmermann

PhD in Communication Sciences from Universidade de São Paulo (USP)

Institution: Faculdade Cásper Líbero

Address: Avenida Paulista, 900, Bela Vista, São Paulo – SP, CEP: 01310-940

E-mail: dzimmermann.daniel@gmail.com

Karla Meira

PhD student by Programa de Pós-Graduação em Ciências da Comunicação (PPGCOM)

Institution: Universidade de São Paulo (USP)

Address: Avenida Professor Lúcio Martins Rodrigues, Cidade Universitária, São Paulo – SP, CEP: 05508-900

E-mail: meira.karla@usp.br

ABSTRACT

This study explores the general body of texts of the project on research trends in advertising and consumption, based on what has been published in the most qualified national journals in the area of Communication in Brazil. The study is limited to Brazilian journals, as evaluated by the Qualis CAPES stratum A2 (valid until 2018), covering the years from 2006 to 2018. The data collection methodology is inspired by a U.S. study (Kim *et al.*, 2014). The results are systematized in a union of two major axes: 1. Studies of advertising and its corollaries, which deal with both traditional advertising and new formats and 2. Media consumption and the consumption through mediatization of products, brands, services and ideas, as well as observations and comments about certain authors, institutions and trends in this communication subfield. The study not only analyzes the macrocosm of advertising and consumption in the area but discusses its physical, cultural, social and political dimensions as well, exploring the microcosm by mentioning the field's main authors and the nature of their accomplishments.



Keywords: advertising, consumption, theoretical trends, longitudinal analysis, Brazil.

RESUMO

Este estudo explora o corpo geral de textos do projeto de pesquisa de tendências em publicidade e consumo, com base no que tem sido publicado nas mais qualificadas revistas nacionais da área de Comunicação no Brasil. O estudo é limitado a periódicos brasileiros, avaliados pelo Qualis CAPES estrato A2 (válido até 2018), abrangendo os anos de 2006 a 2018. A metodologia de coleta de dados é inspirada em um estudo norte-americano (Kim *et al.*, 2014). Os resultados são sistematizados na união de dois grandes eixos: 1. Estudos da publicidade e suas expansões, que tratam tanto da publicidade tradicional quanto dos novos formatos e 2. Consumo de mídia e o consumo por meio da mídiatização de produtos, marcas, serviços e ideias, assim como bem como observações e comentários sobre alguns autores, instituições e tendências neste subcampo da comunicação. O estudo não apenas analisa o macrocosmo da publicidade e do consumo na área, mas também discute suas dimensões físicas, culturais, sociais e políticas, explorando o microcosmo ao mencionar os principais autores do campo e a natureza de suas realizações.

Palavras-chave: publicidade, consumo, tendências teóricas, análise longitudinal, Brasil.

1 FROM THE INTRODUCTION TO METHODOLOGY AND CORPUS CONFIGURATION

This study analyzes the project's corpus on trends in Advertising and Consumption Research, based on articles in the leading Brazilian academic journals in the area of Communication. It is important to point out that the academic journal classification system is a national ranking system, similar to JCR, SJR or H-Index, underwritten by the Brazilian Ministry of Education via its federal agency for the Coordination of Professional Achievement in Higher Education (CAPES) which functions as the regulating and evaluation organ of the National Postgraduate Evaluation System.

The universe of identified articles includes a semantic field of terms for the identification of texts. Using these terms, the authors look at the articles in what CAPES considers the six most qualified journals in the area of Communication and Information: *Matrizes* (University of São Paulo - USP); *Galáxia* (Catholic University of São Paulo - PUCSP); *Revista Brasileira de Ciências da*



Comunicação - Intercom (Brazilian Association of Communication Sciences); *Comunicação, Mídia e Consumo* - CMC (Superior School of Advertising and Marketing - ESPM); *E-Compós* (Journal of the National Association of Postgraduate Programs in Communication); *Revista FAMECOS* (School of Communication, Art and Design of the Catholic University of Rio Grande do Sul - FAMECOS/PUCRS). In all, 368 articles out of a total of 2500 published dealt with some aspect of the interface of advertising and consumption research axes. Advertising and Media as well as Mediatization Consumption are topics commonly addressed in Communication and Media Studies. Thus the scope of this study is different from that of a study of Consumption or Consumer Behavior which would be more typical of the purview of Management and Marketing.

Matrizes, created in 2007, is the bilingual (Portuguese and English) journal of the Post-Graduate Program in Communication Sciences of the University of São Paulo (USP), the first of its kind in Brazil, now 50 years old. In 2017, the journal switched from biannual to quarterly editions. In 2019, CAPES' Qualis system ranked *Matrizes* the sole A1 Communication journal.

Galáxia is a traditional journal in the area of communication that belongs to the Graduate Program in Communication and Semiotics of the Pontifical Catholic University of São Paulo (PUC-SP) which is also a pioneering program with 52 years of experience. The journal has been published for 21 years and, like *Matrizes*, shifted from biannual to quarterly publication in 2017. Since 2021 it has become a continuous publication. CAPES' Qualis rated *Galáxia* A2 in the latest, 2019 classification.

The *Revista Brasileira de Ciências da Comunicação* (RBCC) has been active since 1978. It is the oldest Communication journal and belongs to the largest scientific entity in the area - the Brazilian Society for the Interdisciplinary Studies in Communication (INTERCOM). The journal went from biannual to quarterly publication in 2015. The 2019 CAPES' Qualis poll gave it an A2 rating.

Comunicação Mídia e Consumo (CMC) is a journal created in 2004 by the Postgraduate Program in Communication and Consumer Practices of the São Paulo Superior School of Advertising and Marketing (ESPM). It specializes in



Communication and Consumption issues with a focus on Advertising. The journal has appeared quarterly since its inception. It declined from A2 to A3 in CAPES' 2019 classification.

E-Compós was launched in 2004 and, along with RBCC, belongs to INTERCOM, an important scientific entity in the field. This is the Brazilian National Association of Postgraduate Programs in Communication (Compós). The journal was biannual and went quarterly in 2016. Its Qualis A2 rating held firm in the 2019 CAPES' reclassification.

FAMECOS is the journal of the Graduate Program in Communication Sciences at the Pontifical Catholic University of Rio Grande do Sul (PUCRS). It began in 1994. It is the oldest program outside the Rio-São Paulo axis. FAMECOS began as a quarterly journal and maintained its Qualis A2 standing in the 2019 CAPES' reclassification.

Four of the journals are concentrated in the State of São Paulo (*Matrizes*, RBCC, CMC and *Galáxia*). Only two Journals are located outside São Paulo, one in Rio Grande do Sul (*FAMECOS*) and the other with official headquarters in Brasília (*E-Compós*). Two belong to the most important scientific entities in Brazilian academia (INTERCOM and Compós) and two are from pioneering academic communication programs (USP and PUC-SP, with more than 50 years of activity). The *FAMECOS* journal of PUC-RS is the oldest in the Southern region.

Table 1 – Number of articles per Journal.

| Journals | Number of Articles | % |
|--------------|--------------------|------------|
| CMC | 169 | 45,9 |
| FAMECOS | 56 | 15,2 |
| E-COMPÓS | 54 | 14,7 |
| GALÁXIA | 36 | 9,8 |
| INTERCOM | 36 | 9,8 |
| MATRIZES | 17 | 4,6 |
| Total | 368 | 100 |

Source: Own elaboration.

For the preparation of this article, the data *corpus* of observation and analysis was limited to the aforementioned journals in the Communication area



and, as the unit of analysis was articles in the field of advertising and consumption, the authors screened the websites of each journal using the following keywords: Advertising, Consumption, Promotion, Point of Sale, Merchandising, Strategic Communication, Branded Content, Business Communication, Organizational Communication, Advertising Communication, Media Consumption, Cultural Consumption and Uses and Consumptions, which resulted in 368 articles covering the period from 2006 to 2018.

From the selected articles, the numerical predominance fell on the publication entitled *Comunicação Mídia e Consumo* of ESPM, which seems obvious, given the scope of that journal in relation to the theme of the research. The lowest number was identified in *Matrizes*, considering that this publication has greater coverage of issues related to communication. In relation to year-by-year production, the banner year was 2014 with 38 articles. However, more recent production has been stable; the total for both 2016 and 2017 stood at 34.

After identifying the 368 articles, they were registered in Mendeley, which is a software, installed on the desktop and online, that helps to manage, share and verify search content based on keywords. Mendeley makes it possible to store, read, print, detect duplicate documents, insert tags, make comments on PDF documents, extract metadata and also manage references and quotations. Subsequently, selected articles were separated by authors, keywords, abstracts and titles.

Each of the articles is read and analyzed by double review, considering the following aspects: title of the article, year of publication, journal name, abstract, keywords (up to 5), first author, other authors, thematic(s) if any, whether or not theories are present, which theories/disciplines are used, whether there is empirical data, what is the methodological approach, whether there are and which are the seminal authors and which are the units of analysis.



Table 2 – Number of articles per year.

| Year | Number of articles | % |
|--------------|--------------------|------------|
| 2006 | 15 | 4,08 |
| 2007 | 22 | 5,98 |
| 2008 | 33 | 8,97 |
| 2009 | 29 | 7,88 |
| 2010 | 26 | 7,06 |
| 2011 | 22 | 5,97 |
| 2012 | 34 | 9,24 |
| 2013 | 28 | 7,61 |
| 2014 | 38 | 10,33 |
| 2015 | 30 | 8,15 |
| 2016 | 34 | 9,24 |
| 2017 | 34 | 9,24 |
| 2018 | 23 | 6,25 |
| Total | 368 | 100 |

Source: Own elaboration.

Reading in double review was essential considering that almost 70 per cent of abstracts do not contain the foregoing information, as is usual with international publications. To ensure data reliability, research reliability and to reach more effective results, the search was revised and checked with the aid of the Foxit Reader program, which is a multi-language PDF reader, which reduces citations by files, showing effectively within the text what are quotes in in fact, thus eliminating duplicate content from the header, footer, etc.

2 RESULTS

With these procedures the authors reached the following themes: Religion, Ethics, Sustainability, Childhood and Youth, Sport, Ethnicity, Cities, Food, Technology, Fashion, Cars, Culture, Advertising Market, Theories and Methods, Gender, Education, Work, Tourism and Hospitality, Interdisciplinarity and Multidisciplinarity, Sex, Finance, and Health.

These themes reveal aspects of the studies of advertising and consumption in Brazil that can be understood in categories that are not necessarily mutually exclusive, and that refer to the studies of advertising and its expansion, since today the term advertising in Brazil is not limited to advertisements and commercials, bringing a diversity of formats and expressiveness of brands creating a brand ecology that, in semiotic terms, shows



forms of life and the meanings of brands in the construction of meaningful bonds with consumers and other audiences (Trindade, 2017, p. 34).

In this category, such articles comprise broad productions dealing with traditional advertising and new formats. This, to some extent, relates to another broad category (media consumption and mediatization consumption of products, brands, services and ideas) as discussed in (Toaldo; Jacks, 2017) and (Trindade, 2017). The works referring to media consumption are those that mention studies of reception and deal with the uses of media consumption and the mediatization of products, brands, services and ideas, that are also open to the idea of receiving messages and expressiveness of brand communications to consumers, focused on institutional and promotional actions of brands, organizations, products and services.

Table 3 – Thematic list and its respective keywords.

| Thematic | Keywords | Nº of Articles |
|--|--|-----------------------|
| Advertising Consumption and Food | Advertising, Consumption, Food, Cooking, Gourmet. | 10 |
| Advertising Consumption and Automotive | Advertising, Consumption, Automobile, Vehicle, Car, Motorcycle, Truck | 3 |
| Advertising Consumption and Cities | Advertising, Consumption, Cities, Public Space, Urbanism, Urbanization, Suburbs, Urban Architecture etc. | 16 |
| Advertising Consumption and Culture | Advertising, Consumption, Culture, Entertainment, Leisure, Music, Dance, Cinema, Television, Parks, Hobby etc. | 45 |
| Advertising Consumption and Sports | Advertising, Consumption, Sport, Soccer, Athlete, Game, Sport etc. | 6 |
| Advertising Consumption and Ethics | Advertising, Consumption, Ethics, Human Rights, Ethos, Excluded, Exclusion, Citizenship, Equity, Migration etc. | 37 |
| Advertising Consumption and Ethnicity | Advertising, Consumption, Ethnicity, Racism, Prejudice, Segregation, Bullying etc. | 7 |
| Advertising Consumption and Finance | Advertising, Consumption, Finance, Financial System, Banks, Credit, Financial Products, Treasury, Currency etc. | 2 |
| Advertising Consumption and Gender | Advertising, Consumption, Gender, Sexuality, Feminism, Machismo (chauvinism), Sexism, GLS, LGBT, LGBTQIA +, Homophobia, Transphobia etc. | 26 |
| Advertising Childhood and Youth Consumption | Advertising, Consumption, Childhood, Child, Play, Childcare, Toy, Youth etc. | 39 |
| Advertising Consumption and Advertising Market | Advertising, Consumption, Advertising Market, Advertising Practice, Advertising Production, Advertising Creation, Professional | 25 |



| | | |
|--|--|----|
| Advertising Consumption and Fashion | Performance of the Advertiser, Advertising Agencies and Communication Agencies etc. Advertising, Consumption, Fashion, Clothing, Clothes, Footwear, Customization, Accessories | 9 |
| Advertising Consumption and Religion | Advertising, Consumption, Religion, Religiosity and Syncretism etc. | 9 |
| Advertising Consumption and Health | Advertising, Consumption, Health, Public Health System, Health Plans, Medicines, Drugs, Hospitals, Doctors, Health Professionals etc. | 6 |
| Advertising Consumption and Sex | Consumption Advertising, Sex, Eroticism, Lubricity, Lust, Sensuality, Libertinism, Voluptuousness, Prostitution, Sexual Relations, Sexual Activity, Virtual Sex, Virtual Eroticism etc. | 3 |
| Advertising Consumption and Sustainability | Advertising, Consumption, Sustainability, Social Responsibility, Corporate Responsibility, Corporate Social Responsibility, Volunteering, Dilettantism, Philanthropy, Environment etc. | 18 |
| Advertising Consumption and Technology | Advertising, Consumption, Technology, Apparatus, Algorithm, Artificial Intelligence, Obsolescence, Aio, Automation. | 75 |
| Advertising Consumption Tourism and Hospitality | Advertising, Consumption, Tourism, Tourist, Excursion, Excursionist, Ecotourism, Tourist Station, Resort, Hospitality, Hotel, Hostel, Inn, Arborism etc. | 3 |
| Advertising Consumption, Interdisciplinarity and Multidisciplinarity | Advertising, Consumption, Interdisciplinarity and Multidisciplinarity, Studies Analyze or Develop Reasoning about Two or More Disciplines, About Other Branches of Knowledge and About Interdisciplinary or Multidisciplinary Activities, etc. | 5 |
| Advertising Consumption, Theories and Methods | Advertising, Consumption, Theories and Methods | 56 |

Source: Own elaboration.

It is important to note that, within the field chosen for study, articles that refer to advertising and its variables totaled 99 out of 368, which represents 27%. Regarding this classification, the authors took into account a flexible notion of advertising, because advertising and consumption are understood here as a subfield of the relations of the field of communication with the various types and processes of consumption. "When considering the contemporary scenario, we are faced with an expansion or overflow of institutional and promotional actions that go beyond traditional advertising formats, outlining a series of new concepts, as was briefly presented in" (Trindade, 2017, p. 34).



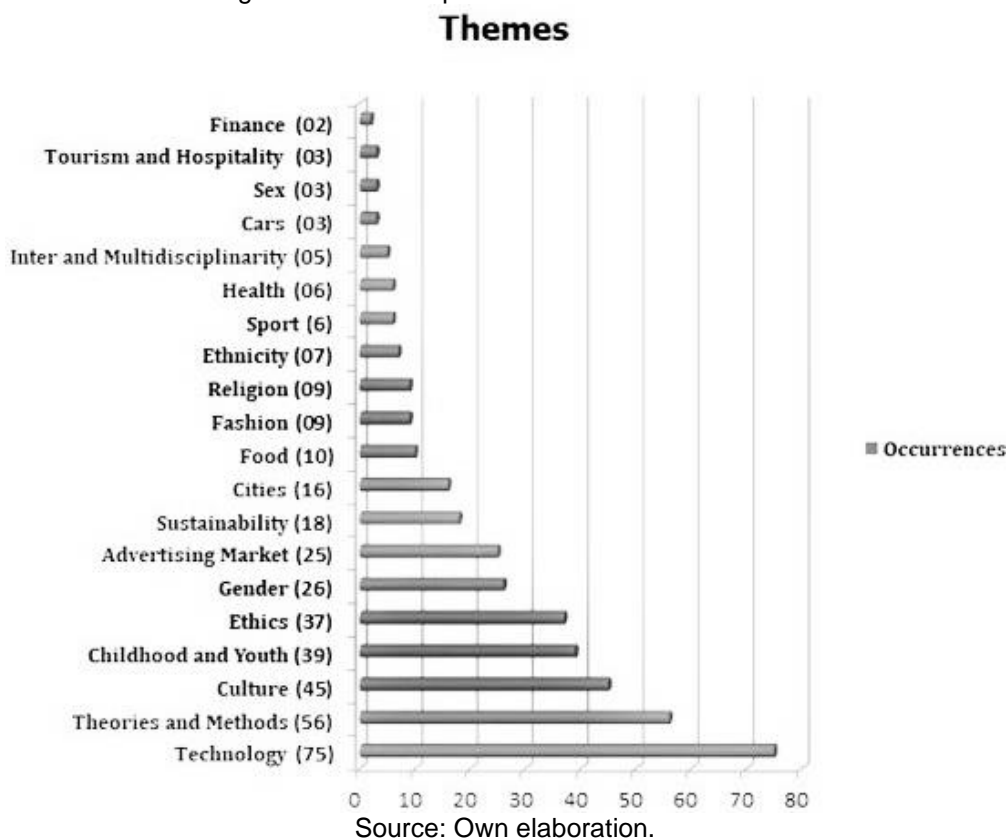
This overflow has generated a series of reflections in the area, in the context of communication, in Brazil and in the world, that give rise to ideas, terms, and concepts that seek to account for this expansion of the signs of the advertising system whose nomenclature does not fit in the designations of advertising, namely: Advertising Ecosystem (Perez, 2018), Hyper-advertising (Perez; Barbosa, 2007), Hybrid Advertising (Covaleski, 2010), Advertization (Casaqui, 2011), Promotional (Castro, 2016), Hyperadvertization, Unadvertization (Berthelot-Guiet, Montety; Patrin-Lecleré, 2016), Expanded advertising (Machado; Borrowes; Rett, 2017), Cyber advertising (Atem; Azevedo; Oliveira, 2014).

There are also the nomenclatures of the advertising market that deal with Crossmedia/Transmedia advertising, Brand Content, Native Advertising, and Celebrity Endorsement. All these new denominations arise from the fact that advertising today goes far beyond age-old categories like ads and commercials. It has come to be about understanding an interactional dynamic between brands and consumers that surpasses the well-worn semantics of international advertising terms and which obliges us to study new denominations for brand strategies, especially in the face of the growing presence of digital platforms in the mediation of these interactions.

It is in line with these reflections that the term 'consumption' has been applied to the plural function, since consumption also has wide meanings and has been used to discern the

scope of the objects of cultural mediation of the market in daily life, as well as to go beyond the conceptions of traditional reception studies to work on cultural and digital media consumption as discussed by (Toaldo; Jacks, 2017) and (Montardo, 2016), in a dynamic of its uses and appropriations in specific contexts in relation to the publics studied and their representations in media contexts. These explanations helped to configure the body of texts according to the methodology used.

Figure 1 – Consumption research trends.



Still, based on the preliminary information extracted from the initial methodological procedures, it was possible to determine what were trends in terms of the themes researched and addressed in the field during the twelve years studied.

Considering all journals, what is perceived is a clear tendency for works that approach technology as the main theme, with almost 21 per cent of the articles. This is partly because of the large amount of works that deal with digital media, but also due to new technologies and perspectives related to the impact of technology on society, on communication and on consumption, on usage relationships, and on social interactions. The interrelated settings of Advertising, Consumption and Technologies were discussed in publications (Trindade, 2019), (Trindade; Perez; Teixeira Filho, 2019).

The second group of articles that stand out are those that are based on theories and/or specific research methods which undertake analyses of



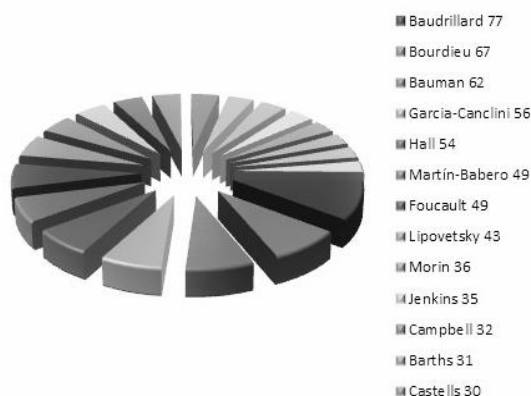
theoretical aspects related to consumption, including advertising, totaling 56 articles, but these have no direct relationship with issues applied to the praxis of consumption.

Culture, Childhood and Youth, and Ethics appear in sequence, respectively with 45, 39 and 37 articles. The latter appears likely to grow in importance in this field of study, as they are articles that address consumption relations and their impact on society, human rights, the ethos, the excluded, issues about citizenship, activism, equity, migration and the like. An interesting point is that many articles dealing with this theme say that advertising has no role in educating society but, if it does not un-educate, it is 'ethical'.

The fourth most searched topic is the advertising market, its techniques, characteristics, processes, planning, costs and strategies for production, creation, media, planning, as well as professional performance, the different types of agencies and the relationships between the advertising market and consumption. In addition to the topics highlighted above, we also held a more in-depth discussion on the results regarding the theme of Advertising, Consumption and Gender in (Trindade, 2018).

Figure 2 – Twenty most referenced seminal authors in the area of consumption.

Seminal Authors



Source: Own elaboration.

Regarding the most used words in the field, besides the terminologies themselves, expressions related to technology stand out, mainly social networks, social media, digital media and internet. However, there is a great occurrence of



words such as social, culture and cultural, relations and relationships, production of meanings, practices, journals, and media, among others.

Regarding the most referenced seminal authors, the greatest occurrence is the French philosopher and sociologist Jean Baudrillard, who appears in 77 articles, which is justified by his production on "virtual reality" and works such as "Simulacrum and Simulation," "The Consumer Society" and "The System of Objects", in addition to their consistent lessons on politics, society and social criticism, of course. French philosopher Pierre Bourdieu is second, with 67, followed closely by Zygmunt Bauman, with 62. Bourdieu stands out in the articles for his vision of the social world, discussions of symbolic exchanges and cultural tastes and distinctions and also for addressing, on the concepts of countryside, *habitus* and capital. Bauman, however, besides being mentioned for his most outstanding work "Liquid Modernity," is mentioned in articles in the field, too, for his analyzes of postmodern consumption and globalization.

In the following block the authors of Cultural Studies, Nestor García Canclini (56), Stuart Hall (54) and Jesús Martín-Barbero (49), who adhere to the studies of reception and media consumption and mediatization, appear in sequence. All these authors point to theoretical reflections, exploratory studies or reflective essays with a sociocultural perspective on the themes of Advertising and consumption with strong dominance of British and Latin American Cultural Studies. Although other authors appear before him, we highlight Jenkins, as the main seminal author regarding the issues of transmedia/crossmedia, convergence, connectivity, the theme of most studies dealing with technology. Moreover, the author is still used in articles related to childhood, youth and the practices of social uses of the media. However, despite not being located among the top twenty seminal authors identified in the chart, we emphasize the importance of author Grant McCracken for his relevant production in the area of consumption, which places ritual as a central element in the transmission of meanings among the world of production and consumption.

Of the total of 368 articles in the A2 journals in the Communication area, the most cited national author is Everardo Rocha, whose production has been



cited 87 times in several articles, and, apparently, his works on anthropology of consumption are the main references on the subject. He is a pioneer in the studies of advertising from the perspective of the anthropology of consumption. Lúcia Santaella, the second most cited author, is in this position due to the popularity of her explanations and analyses of the semiotics of the 19th century American philosopher, Charles Sanders Peirce. Most of the articles cite Santaella's analyses of texts and images, rather than for addressing consumer issues, although she has written on the application of Peircean semiotics to advertising. Both authors are, in effect, explicators of other prominent researchers in the subfield of advertising and consumption.

Ana Carolina Escosteguy who appears in third place in this category is widely cited for works that use cultural studies, reception studies and media consumption as a theoretical base as is Nilda Jacks, who appears in 6th position. However, Escosteguy has some productions that bridge the gap between these theories and the field of consumption, which may explain why she is more frequently cited than Jacks. Both have theoretical affiliations to British and Latin American Cultural Studies and enjoy professional recognition in a Latin American context.

Table 4 – List of most cited Brazilian authors in consumption in the researched Journals.

| N | Authors of Consumption | Number of times cited |
|----------|---------------------------------|------------------------------|
| 1 | Rocha, Everardo | 87 |
| 2 | Santaella, Lúcia | 82 |
| 3 | Escosteguy, Ana Carolina D | 57 |
| 4 | Montardo, Sandra | 52 |
| 5 | Lemos, André | 42 |
| 6 | Jacks, Nilda | 41 |
| 7 | Recuero, Raquel | 39 |
| 8 | Primo, Alex | 37 |
| 9 | Carrascoza, João Luís Anzanello | 35 |
| 10 | Trindade, Eneus | 26 |
| 11 | Fontenelle, Isleide Arruda | 22 |
| 11 | Rocha, Rose de Melo | 22 |
| 12 | Campanella, Bruno | 17 |
| 13 | Casaqui, Vander | 16 |
| 14 | Hansen, Fábio | 14 |
| 15 | Pereira, Claudia | 11 |
| 16 | Drigo, M. Ogécia | 9 |
| 17 | Martino, Luís Mauro Sá | 9 |
| 18 | Lopes, M. I. V. de | 8 |
| 19 | Perez, Clotilde | 8 |



| | | |
|----|-------------------------------|---|
| 20 | Piedras, Elisa Reinhardt | 8 |
| 21 | Hoff, Tânia | 7 |
| 22 | Di Felice, Massimo | 6 |
| 23 | Fechine, Yvana | 6 |
| 24 | Baldissera, Rudimar | 5 |
| 25 | Bucci, Eugenio | 5 |
| 26 | Covaleski, Rogério | 5 |
| 27 | Patriota, Karla | 5 |
| 28 | Toaldo, Mariangela | 5 |
| 29 | Atem, Guilherme | 3 |
| 30 | Burrowes, Patrícia C. | 3 |
| 31 | Cogo, Denise | 3 |
| 32 | Pavan, Maria Angela | 2 |
| 33 | Zozzoli, Jean-Charles Jacques | 2 |
| 34 | Batista, Leandro L. | 1 |
| 35 | Rett, Lucimara | 1 |
| 40 | Vieira, Manuela do Corral | 1 |

Source: Own elaboration.

Sandra Montardo (4th), Raquel Recuero (7th) and Alex Primo (8th) appear in these positions clearly because of their production in terms of technology, which is justified by the predominance of consumption production approaching this theme. Another relevant fact is that these authors are most often cited in articles from the Southern Region, from which they come, admittedly a prominent region in these studies. It is worth mentioning that Raquel Recuero, in this context, stands out for her work in establishing and defining the elements and applications of Social Network Analysis (SNA), as a methodology applied to the framework of social media studies of the Internet in Brazil.

Another author who stands out for his production in technology is André Lemos who occupies the fifth position. Lemos studies "Cyberculture, City and Communication and Information Technologies" and neomaterialist and pragmatist perspectives of digital interaction mediated by algorithms of things. He is a member of the Managing Committee of the National Institute of Science and Technology in Digital Democracy (INCT-DD), an alternate of CGI (Brazil), the academic council of the Cátedra Julian Assange in Technopolitics and Digital Culture (CIESPAL-Ecuador), a substitute counselor of the Council of Science and Technology of the State of Bahia (CONCITEC) and a member of the External Advisory Committee of DigiMedia (Digital Media and Interaction research center) at the University of Aveiro, Portugal. However, of his 42 citations, more than half



refer to works on "Theory of Communication", "Sociological Theory", "Philosophy", and "Sociology of Technique".

João Luís Anzanello Carrascoza appears in the 9th position and, although his production relates communication and consumption to art and literature, most of the citations refer to his productions that address rhetorical processes and the analysis of advertising discourse.

Eneus Trindade is the tenth author with the largest number of citations, which deal with his works on aesthetics and consumption, consumption practices, mediation and mediatization of consumption, production of meaning in advertising and studies of enunciation and reception in advertising languages. The author transits between theories of discourses and perspectives of British, Latin American Cultural Studies and Anthropology of consumption.

Rose de Melo Rocha appears in 11th position with 22 citations, tied with Isleide Arruda Fontenelle. In the case of Rocha, the quotations largely refer to her text in the book "Estéticas Midiáticas e Narrativas do Consumo" (Media Aesthetics and Consumer Narratives) and to articles in various journals on youth, gender, activism, politicities and aesthetic expressions, because she is an author who addresses subjectivities in consumption. Fontenelle, on the other hand, stands out for her book "Cultura do consumo: fundamentos e formas contemporâneas" (Consumer Culture: Foundations and Contemporary Forms) and articles published in the area of administration. Fontenelle is the only author cited who does not work in the area of communication but in the area of administration.

Among the twenty most cited Brazilian authors are, in descending order, Bruno Campanella whose training is in British Cultural Studies, Vander Casaqui with a background in advertising discourse studies, Fábio Hansen, a discourse theory specialist, who writes about Advertising graduate studies and Cláudia Pereira who approaches advertising through the anthropology of consumption, focusing on young consumers. Maria Ogécia Drigo addresses the semiotics of advertising; Clotilde Perez studies brands and advertising from an anthropological and semiotic perspective; Elisa Piedras deals with advertising



from the perspective of British and Latin American Cultural Studies. Bruno Campanella, Maria Immacolata Lopes and Luiz Mauro de Sá Martino theorize and/or investigate media uses and consumption. The other authors are renowned researchers in the field of advertising and consumption.

Another relevant fact is that, with the exception of André Lemos, who works in Northeast Brazil, the majority of the most-cited Brazilian authors is in the Southern and Southeastern regions of the country. However, if we look beyond the top twenty, authors are geographically ubiquitous, except for those from the Center-West region which has no author registry. Still, it is possible to comment on Goiamérico Felício Carneiro dos Santos of the Federal University of Goiás - UFG, who examines the rhetoric and poetics of advertising discourse at the interface with literature and art, a perspective similar to that of João Anzanello Carrascoza (Superior School of Advertising and Marketing - ESPM) and Fernanda Martinelli of the University of Brasília – UnB, who studies advertising and brands from the perspective of the anthropology of consumption.

Other authors presented in the table, from the 21st position down in terms of citations, are active in Advertising and Consumption research. In the Northern region, we have a record of a publication by Manuela do Corral Vieira who studies game-related advertising. In the Northeast, Rogério Covalski deserves mention for his approach to advertising and brands from a socio-discursive bias. There are other authors in the field from the Northeast the South and the Southeast, with a higher incidence of articles by the latter two.

This regional distribution becomes more distinct Other authors presented in the table, from the 21st position down in terms of citations, are active in Advertising and Consumption research. There are other authors in the field from the Northeast the South and the Southeast, with a higher incidence of articles by the latter two when the institutional affiliation of authors is taken into account. In terms of citations, there are 18 institutions that have graduate programs in communication across the country, 8 in the Southeast, 5 in the South, 4 in the Northeast and 1 in the North. They are USP- University of São Paulo, ESPM – Superior School of Advertising and Marketing of São Paulo, UNISO – University



of Sorocaba, PUC SP – Pontifical Catholic University of São Paulo, UFRJ – Federal University of Rio de Janeiro, PUC RIO – Pontifical Catholic University of Rio de Janeiro, UFF – Fluminense Federal University of Rio de Janeiro, UFRGS – Federal University of Rio Grande do Sul, FEEVALE of Rio Grande do Sul, UFSM – Federal University of Santa Maria in Rio Grande do Sul, UFPEL – Federal University of Pelotas Rio Grande do Sul, UFPR – Federal University of Paraná, UFPE – Federal University of Pernambuco, UFBA – Federal University of Bahia, UFAL – Federal University of Alagoas, UFRN – Federal University of Rio Grande do Norte and UFPA – Federal University of Pará.

Regarding the volume of production among the HEIs (Higher Education Institutions), ESPM appears with 14 articles, closely followed by UFRGS with 13 articles. However, ESPM would have 21, since the 7 productions of UMESP (Methodist University of São Paulo) refer to Vander Casaqui who, during the period under investigation, worked at ESPM. It is also worth mentioning that a large part of this production is concentrated in the journal *Comunicação, Mídia e Consumo* (Communication, Media and Consumption), which is from PPGCOM of ESPM itself, which may imply in some endogeny in the publication of authors from the institution. Regarding the number of authors, ESPM appears with 4 authors and 5 from UFRGS, however, the 4 authors from ESPM have consistent production in consumption. USP and UFPE appear in second with 10 articles each. Regarding the number of authors, UFPE appears with 3 authors while 5 are from USP.

Table 5 – List of Brazilian authors who most published on consumption in Journals A2.

| N | Authors of Consumption | Number of times cited |
|----|---------------------------------|-----------------------|
| 1 | Rocha, Everardo | 87 |
| 2 | Santaella, Lúcia | 82 |
| 3 | Escosteguy, Ana Carolina D | 57 |
| 4 | Montardo, Sandra | 52 |
| 5 | Lemos, André | 42 |
| 6 | Jacks, Nilda | 41 |
| 7 | Recuero, Raquel | 39 |
| 8 | Primo, Alex | 37 |
| 9 | Carrascoza, João Luís Anzanello | 35 |
| 10 | Trindade, Eneus | 26 |
| 11 | Fontenelle, Isleide Arruda | 22 |
| 11 | Rocha, Rose de Melo | 22 |



| | | |
|----|-------------------------------|----|
| 12 | Campanella, Bruno | 17 |
| 13 | Casaqui, Vander | 16 |
| 14 | Hansen, Fábio | 14 |
| 15 | Pereira, Claudia | 11 |
| 16 | Drigo, M. Ogécia | 9 |
| 17 | Martino, Luís Mauro Sá | 9 |
| 18 | Lopes, M. I. V. de | 8 |
| 19 | Perez, Clotilde | 8 |
| 20 | Piedras, Elisa Reinhardt | 8 |
| 21 | Hoff, Tânia | 7 |
| 22 | Di Felice, Massimo | 6 |
| 23 | Fechine, Yvana | 6 |
| 24 | Baldissera, Rudimar | 5 |
| 25 | Bucci, Eugenio | 5 |
| 26 | Covaleski, Rogério | 5 |
| 27 | Patriota, Karla | 5 |
| 28 | Toaldo, Mariangela | 5 |
| 29 | Atem, Guilherme | 3 |
| 30 | Burrowes, Patrícia C. | 3 |
| 31 | Cogo, Denise | 3 |
| 32 | Pavan, Maria Angela | 2 |
| 33 | Zozzoli, Jean-Charles Jacques | 2 |
| 34 | Batista, Leandro L. | 1 |
| 35 | Rett, Lucimara | 1 |
| 40 | Vieira, Manuela do Corral | 1 |

Source: Own elaboration.

The region of the country with the highest volume of production in terms of consumption is the Southeast, followed by the South and Northeast. On the other hand, there are reasons for low production in the North and lack of any in the Center-west regions: reduced industrialization index, the lowest number of HEIs offering communication courses, few if any postgraduate programs in communication, particularly those that address consumption.

3 SOME CONCLUSIONS

The body of texts studied in this review, which was generated by the triangulation of qualitative and quantitative methods, shows an increasing evolution in relation to the production of consumption in the last twelve years, however it is worth noting the low interest in topics such as finance, tourism, sex, health, and cars, since the consumption of material life forms a vast set of possibilities for approaches to the themes of material and immaterial consumption. The materiality of consumption has been an important topic for



reflection in communication research as signaled by (Pereira; Beleza; Azevedo, 2020).

Another important aspect to be highlighted is the difficulty in fine-tuning the data for processing research information, even with the use of new technologies. Perhaps because of their comparative scarcity, consolidated data do not present an information pattern, as in publications from abroad, especially in relation to the structuring of abstracts.

We also highlight the massive production of qualitative research, 329 articles, versus only 19 texts using quantitative methods or mixed methodologies, 20. Surprisingly, on a cybernetic, data-driven planet, almost 90% of the intellectual production on consumption in Brazil is qualitative. This is due to a hegemonic tradition of sociocultural and sociodiscursive research, sometimes manifested by theoretical essays, in which empiricism serves to illustrate the arguments. There are few empirical works and even fewer quantitative works.

Such discussions show that lots of opportunity for expansion exists in the field of investigative research about advertising and consumption that the meta-advertization of communicative forms will inevitably bring to the analytical field of Brazilian communication phenomena. Certainly, the current trend of expressive authors and consolidated research centers in the Southeastern and Southern regions of our nation will continue to expand. Researchers from Superior School of Advertising and Marketing - ESPM (Tânia Hoof, João Anzanello Carrascoza and Vander Casaqui, who currently works at Methodist University of São Paulo - UMESP), from University of São Paulo - USP (Eneus Trindade and Clotilde Perez are doing important work, with recognized influence in the French, Iberian and Latin American context, on anthropological and semiotic aspects of consumption mediation and are currently Chairs of the Brazilian Association of Researchers in Advertising (ABP2) and Groups of Semiotic Studies on Communication Culture and Consumption (GES3). Leandro Batista, at the University of São Paulo - USP Laboratory of Cognitive Sciences, Consumption and Communication, is the only researcher in the country examining advertising from a neuroscientific perspective. At Pontifical Catholic University PUC- Rio, the



work of Everardo Rocha and Claudia Pereira on advertising and consumption culture from an anthropological and historical perspective is outstanding. At Federal University of Rio de Janeiro - UFRJ, researchers Monica Machado, Lucimara Rett and Patricia Borrowes work as a team at the Extended Advertising Laboratory. While Guilherme Nery Atem is doing analogous research at Fluminense Federal University - UFF.

In the South, the work of Federal University of Rio Grande do Sul - UFRGS stands out, especially that of Elisa Piedras and Mariângela Toaldo Machado; there is also an interesting recent juncture of research teams at the Federal Universities of Paraná - UFPR and Santa Maria - UFSM. In the northeastern state of Pernambuco, Rogério Covaleski is doing outstanding work on the cultural phenomena of advertising at Federal University of Pernambuco - UFPE.

The texts on advertising the authors examined do not yet point to the cohesive construction of a Brazilian subfield of studies in Communication. It is often difficult to relate the theoretical-methodological frameworks and types of articles, because many of the articles are essays and there is little empirical or mixed research. The axis of media and mediatized consumption presents more articles and the theoretical-methodological approaches are more cohesive and empirical studies better disseminated, demonstrating more methodological and theoretical bases in the study of media use and consumption from the socio-cultural bias of consumption and anthropology. Sandra Montardo from FEEVALE, a researcher with a relevant volume of published works on the uses and consumption of digital communication, stands out. The works of Ana Carolina Escosteguy (Federal University of Santa Maria - UFSM) and Nilda Jacks (Federal University of Rio Grande do Sul - UFRGS) are models of the qualitative exploratory studies of Brazilian phenomena. The researcher André Lemos from Federal University of Bahia - UFBA, addresses the pragmatic perspective of human-machine interactions, employing algorithmic mediations while theorizing about the connection between humans and gadgetry in communication processes.



Moreover, at Superior School of Advertising and Marketing - ESPM in São Paulo, in the southeast of Brazil, Rose de Melo Rocha's subjectivist essays about consumption deserve special mention because they describe it from a more theoretical and reflexive standpoint rather than its media-driven uses and motivations which compel most of the investigative and scholarly writing in this area.

The present article is not exhaustive nor does it opine about all aspects of the theme because the majority of the researchers publish their work in *Qualis* strata inferior to those that the authors analyze here. However, this article attempts to illuminate the kind of reflection and studies that exist in the sub-area of advertising and consumption, what would constitute a level of excellence in Brazilian communication and media studies so that a cohesive set of themes and sub-areas may be delineated. The authors predict the growth of an institutional shape that may well consolidate in a smooth-functioning sub-field dealing with advertising and another, more scattered, regarding the specifics of consumption but both peopled by researchers who consolidate in the field, thus justifying their affirmative view of the institutional recognition of this sub-area.

The material discussed is open to further exploration in terms of the categories identified and the Brazilian authors cited as well as the investigative themes discussed from a variety of perspectives. In this article, the authors decided to offer readers a broad panorama of the Advertising and Consumption sub-field so they would understand how its various branches function in the context of Brazilian Communicational research.



REFERENCES

ATEM, Guilherme Nery; OLIVEIRA, Thaianie; AZEVEDO, Sandro. (Orgs.). **Ciberpublicidade**: discurso, experiência e consumo na cultura transmidiática. Rio de Janeiro: e-Papers, 2014.

BERTHELOT-GUIET, Karine; MONTETY, Caroline; PATRIN-LECLERÉ, Valerie. Formes contemporaines de la communication de marque: publicitarisation, depublicitarisation, hyperpublicitarisation et publicitarite. **Façamos uma publicidade viva: VI Pró-Pesq PP-Encontro Nacional de Pesquisadores em Publicidade e Propaganda**, p. 70-87, 2015.

CASAQUI, Vander. Por uma teoria da publicização: transformações no processo publicitário. **Anais [...]**. Recife: Intercom/UNICAP. v. 1. 2011. p. 1-15. Disponível em: <https://www.intercom.org.br/papers/nacionais/2011/resumos/R6-1880-1.pdf> Acesso em: 30 ago. 2017.

CASTRO, Maria Lília Dias de. Promocionalidade televisual em tempos de novas tecnologias. **Revista Observatório**, v. 2, p. 301-321, 2016. Disponível em: <https://sistemas.uft.edu.br/periodicos/index.php/observatorio/article/view/2366/9064> . Acesso em: 24 out. 2019.

COVALESKI, Rogério. **Publicidade híbrida**. Curitiba: Maxi Editora, 2010.

KIM, K.; HAYES, J. L.; AVANT, J. A.; REID, L. N. Trends in Advertising Research: A Longitudinal Analysis of Leading Advertising, Marketing, and Communication Journals, 1980 to 2010. **Journal of Advertising**, n. 43, v. 3, p. 296-316, 2014. Disponível em: <https://doi.org/10.1080/00913367.2013.857620>. Acesso em: 24 out. 2019.

MACHADO, Mônica; BURROWES, Patrícia; REET, Lucimara. Para ler a publicidade expandida: em favor da literacia midiática para análise dos discursos das marcas. **Anais [...]**. São Paulo: Cásper Líbero/ Compós.2017. Disponível em: https://www.compos.org.br/data/arquivos_2017/trabalhos_arquivo_JOZRVNW1P9I QGVFY2CA6_26_5144_17_02_2017_11_31_45.pdf. Acesso em: 24 out. 2019.

MONTARDO, Sandra Portella. Consumo digital e teoria de prática: uma abordagem possível. **Revista Famecos** (Online), v. 23, p. 22203, 2016. Disponível em: <http://revistaseletronicas.pucrs.br/ojs/index.php/revistafamecos/article/view/22203>. Acesso em: 24 out. 2019.

PEREIRA, Cláudia, BELEZA, Joana, AZEVEDO, Marcella. As “coisas” em seus devidos lugares as materialidades no campo da Comunicação e do Consumo. **E-Compós**, v. 23, 2020, Brasília: Compós. DOI: <https://doi.org/10.30962/ec.1926>. Acesso em: 02 set. 2020.

PEREZ, Clotilde. Estéticas do consumo a partir do ecossistema publicitário. **Revista Observatório**, v. 4, p. 788-812, 2018. Disponível em:



<https://sistemas.uft.edu.br/periodicos/index.php/observatorio/article/view/4873/1372>
3. Acesso em: 24 out. 2019.

PEREZ, Clotilde; BARBOSA, Ivan. **Hiperpublicidade**. v.1 e v2. São Paulo: Thomson Learning, 2007.

TOALDO, Mariângela Machado; JACKS, Nilda. Consumo Midiático: uma especificidade do consumo cultural, uma antessala para os estudos de recepção. In: RIBEIRO, Regiane. (Org.). **Jovens, Consumo e Convergência Midiática**. 1 ed. Curitiba: UFPR, v. 1, p. 19-29, 2017.

TRINDADE, Eneus. Tendências para pensar a formação em publicidade na contemporaneidade. Revista Latinoamericana de Ciencias de la Comunicación. São Paulo: **ALAIC**, v. 14, n. 27, p. 33- 41, 2017. Disponível em: <https://www.alaic.org/revista/index.php/alaic/article/view/1055/515>. Acesso em: 24 out. 2019.

TRINDADE, Eneus; PERUZZO, André Luiz Silva; PEREZ, Clotilde . Tendências das pesquisas sobre gênero e sexualidade na publicidade e consumo em revistas científicas da comunicação qualis A2 entre 2006 a 2018 no Brasil. In: Clóvis Teixeira Filho. (Org.). **Reflexões sobre Comunicação e Diversidade sexual e de Gênero**. Londrina: Syntagma editores, 2018, v. 1, p. 11-42. Disponível em: <https://www.syntagmaeditores.com.br/Livraria/Book?id=1054>. Acesso em: 24 out. 2019.

TRINDADE, Eneus. Tendências sobre publicidade e Consumo em revistas científicas da comunicação Qualis A2 entre 2006 e 2017. **Signos do consumo**, v. 11, p. 114-125, 2019. Disponível em: <https://www.revistas.usp.br/signosdoconsumo/article/view/159029/154830>. Acesso em: 24 out. 2019.

TRINDADE, Eneus.; PEREZ, Clotilde. Consumo midiáticos e consumo midiático: aproximações e diferenças. Uma contribuição teórico-metodológica. In: Caroline Kraus Luvizotto; Célio José Losnak; Danilo Rothberg. (Org.). **Mídia e Sociedade em transformação**. São Paulo: Cultura Acadêmica, v. 1, 2016, p. 13-27.

TRINDADE, Eneus; PEREZ, Clotilde; TEIXEIRA FILHO, Clóvis. Tendências das pesquisas em publicidade e consumos nos periódicos nacionais e internacionais de comunicação: um panorama sobre o estudo do algoritmo. In: **Anais [...]**. Porto Alegre: Compós/PUCRS, 2019. v. 1. p. 1-20. Disponível em: https://www.compos.org.br/biblioteca/trabalhos_arquivo_XMIQDAJUJU7COQ5XN_X4S_28_7333_17_02_2019_15_34_45.pdf. Acesso em: 24 out. 2019.

YALE, L.; GILLY, M. C. Trends in Advertising Research: A Look at the Content of Marketing-Oriented Journals from 1976 to 1985. **Journal of Advertising**, v. 17 , n. 1, p. 12-22, 1988. Disponível em: <https://doi.org/10.1080/00913367.1988.10673099>. Acesso em: 24 out. 2019.