

A reader of selected texts will be available on iCorsi. This is an indicative reading list.

### **Week 1- Introduction to key concepts and debates**

Leiss, W., Kline, S., Jhally, S., (1988). *Social Communication in Advertising: Persons, Products, and the Images of Well-Being*. Ontario, Nelson Canada. (from p. 119 “*The Bonding of Media and Advertising*” till p. 126).

Mellet, K., & Beauvisage, T. (2021). Cookie monsters. Anatomy of a digital market infrastructure. In J. Hagberg & H. Kjellberg (Eds.), *Digitalized markets* (pp. 14–33). Routledge.

### **Week 2- Seminar Reading (please look at seminar questions on iCorsi)**

Deighton, John A. 2017. “Rethinking the Profession Formerly Known as Advertising: How Data Science Is Disrupting the Work of Agencies.” *Journal of Advertising Research* 57 (4): 357–361. <https://doi.org/10.2501/JAR-2017-045>

### **Week 3 - “What is platformization?” required readings: (total p. 16)**

Nieborg, D. B. & Poell, T. (2018). “The platformization of cultural production: Theorizing the contingent cultural commodity”, *new media & society*, 20 (11), required pages: (from p. 4282 the title “Exploring three dimensions of platformization” till p. 4289 (the end of the article).

Bishop, S. (2018). “Anxiety, panic and self-optimization: Inequalities and the YouTube algorithm”. *Convergence: The International Journal of Research into New Media Technologies* 24(1), required pages: 69 and from p. 77 till 79 (till the quotation starts “Skeggs asserts...”)

Gillespie, T. (2010). “The politics of ‘platforms’”, *new media & society*, 12(3), **from p. 352** (from “*Users, advertisers, clients*”) **till p. 355** (till “*Policy*”).

### **Week 4- No reading required (please look at seminar task on iCorsi)**

### **Week 5- Platformization of advertising**

MacKenzie, D. Caliskan, K. & Rommerskirchen, C. (2023). The longest second: Header bidding and the material politics of online advertising. *Economy and Society*, 52(3), *from p. 560* (A heterogeneous stack versus ‘a single and complete advertising system) *till 569* (Material politics II: Conflicts over header bidding).

Carah, N., Brown, M.G & Hickman, S. (2023). Optimizing Looking and Buying on Instagram: Tracing the Platformization of Advertising and Retail on Mobile Social Media. *Television & New Media*, Vol. 24(4), from p. 385 till p. 391.

**Week 6- No reading required (please look at seminar task on iCorsi)**

**Week 7- Global-local tension (total p. 15. 5)**

Mazzarella, W. (2003). Shoveling Smoke: Advertising and Globalization in Contemporary India. Duke University Press. **from p. 217 to p. 225** (from “*The Global Teen, the Cola Wars, and the Uses of Cultural Difference*” till “*Intrinsics and Extrinsics: Sell or Tell?*”).

Ger, G., Kravets, O. & Sandıkci, Ö. (2012). International marketing at the interface of the alluring global and the comforting local, in *Marketing Management: A Cultural Perspective*, Lisa Peñaloza, Nil Toulouse & Luca M. Visconti, Routledge, **from p. 30 to p. 35** (from the beginning till “*Mingling the foreign and the familiar: two cases*”) and **from p. 38 to p. 40** (from “*Marketing Cola Turka in Turkey*” till “*Managerial implications*”).

**Week 8- No reading required (please look at seminar task on iCorsi)**

**Week 9- Cultural intermediaries after digitalisation**

Xuebing Q. & Zhibin J. (2019). The Impact of AI on the Advertising Process: The Chinese Experience, *Journal of Advertising*, pp. 1–9.

Mazzarella, W. (2003). Shoveling Smoke: Advertising and Globalization in Contemporary India. Duke University Press. **from p. 217 to p. 225** (from “*The Global Teen, the Cola Wars, and the Uses of Cultural Difference*” till “*Intrinsics and Extrinsics: Sell or Tell?*”).

**Week 10- No reading required (please look at seminar questions on iCorsi)**

**Week 11- Environmental costs of connection: digital commodity chain**

Fuchs, C. (2013). Theorising and analysing digital labour: From global value chains to modes of production, *The Political Economy of Communication*, 2(1), **p. 3** (just abstract) **and from p. 11** (Slave Mineral Workers and the NIDL) **till p. 21** (till conclusion).

Couldry, N. & Mejias, U. A. (2018). Data Colonialism: Rethinking Big Data’s Relation to the Contemporary Subject. *Television & New Media*, from **p. 1 till p. 6**. (till Modes of Extraction)

**Week 12- No reading required (please look at seminar task on iCorsi)**

### **Week 13- Carbon footprint of digital advertising**

MacKenzie, D. (2023). Short cuts: A puff of carbon dioxide. *London Review of Books*, 45(2).  
<https://www.lrb.co.uk/the-paper/v45/n02/donald-mackenzie/short-cuts>

Batmunkh, A. (2022). Carbon Footprint of The Most Popular Social Media Platforms, *Sustainability*, 14, 2195. <https://doi.org/10.3390/su14042195>.

**Week 14- Seminar + Concluding session (No reading required. Please look at seminar questions on iCorsi)**