

**Looking Back While Moving Forward:
A Retrospective of Advertising Research Articles in Mainland
China's Academic Journals (1994-2008)**

by

Gu Liang

M-A7-5550-4

Supervisor: Dr. Chang Wen-Yu

**A thesis submitted in partial fulfillment of the requirements
for the degree of Master of Arts at the University of Macau**

August 2009

TABLE OF CONTENTS

CHAPTER ONE: INTRODUCTION	1
1.1 ORIGIN OF ADVERTISING STUDY	1
1.2 ADVERTISING DEVELOPMENT AND STUDY IN MAINLAND CHINA	2
CHAPTER TWO: LITERATURE REVIEW	5
2.1 STUDIES OF PUBLISHING PRODUCTIVITY	6
2.2 META ANALYSIS	11
2.3 COMPREHENSIVE REVIEWS	13
2.4 RESEARCH QUESTIONS	19
CHAPTER THREE: METHODOLOGY	21
CHAPTER FOUR: RESULTS	26
4.1 UNIVARIATE DESCRIPTIVE RESULTS	26
4.2 BIVARIATE DESCRIPTIVE RESULTS	39
4.3 CROSSTABULATION RESULTS	51
CHAPTER FIVE: DISCUSSION AND CONCLUSION	58
5.1 DISCUSSION	58
5.2 CONCLUSION	71
5.3 LIMITATIONS AND SUGGESTIONS	72
BIBLIOGRAPHY	74
APPENDIX I: INFORMATION OF JOURNALS	81
APPENDIX II: CODING SHEET	82