

ABSTRACT

The purpose of this study was to profile the advertising research in Mainland China. A total of 946 articles published between 1994 and 2008 were collected from 15 journalism and communication journals. From these journals, author's background, research topic, research method, and media studied were coded for content-analyses. The results indicated that advertising management was the most favorable topic published in the journals of Mainland China. Traditional media received more concern by researchers than new media. Western research methodology, such as interview, focus group, and quantitative survey were not adequately applied for researchers in Mainland China. As the significant social development and rapid economic growth in China, the major challenge in the future will be to conduct research that address a broader range of advertising issues and employ more scientific and systematic investigation instruments.

Keywords: Advertising, advertising research, content analysis, journal