

DOCUMENTS

A section opened by Edoardo T. Brioschi

The latest annual Conference of the American Academy of Advertising (Cincinnati, March 2009) emphasized – with a specific panel devoted to the subject, bringing together some of the most highly qualified experts - the need to approach advertising as a unique field of study and therefore to conceive advertising as a unified phenomenon.

The approach proposed is so important that I felt it was advisable to here present Professor Thorson's introduction to the panel in question (Doc. 1).

The analysis, comparison and combination of the different concepts and the various theories developed with respect to advertising were notably facilitated by the availability of a compilation of theories and theoretical concepts concerning the design and impact of the advertisement as well as by a bibliography selected by Professor Moriarty, who participated in the panel in question (Doc. 2).

The approach suggested by the panel and the documentation proved of considerable importance both in general and with reference to the treatise on advertising which I have been working on for forty years since my first text on the subject (*Elementi di tecnica della pubblicità*, 2 parti, Vita e Pensiero, Milano 1969-1970), followed shortly after by my work *Introduzione al fenomeno pubblicitario*, ISU dell'Università Cattolica, Milano 1971, which has had ten reprints to date.

The latter work maintained a unified approach to the study of advertising, which I believe could therefore be of some use in recalling with a view also to its updating.

The few pages (Doc. 3) excerpted from it seek only to briefly reconstruct the approach in question.