

The self-concept of advertising practice during times of technological and social disruption

Andreas Baetzgen¹, Mirus Fitzner¹ and Joerg Tropp²

¹School of Computing, Communication and Business, HTW Berlin University of Applied Sciences, Berlin, Germany; ²Department of Marketing Communications and Advertising – Business School, Pforzheim University, University of Applied Sciences, Pforzheim, Germany

andreas.baetzgen@htw-berlin.de, Phone: +0049 179 11 55 743, HTW Berlin, Wilhelminenhofstraße 75A, D-12459 Berlin

Abstract

This study examines the evolving self-concept of the advertising industry amidst technological and social disruptions, exploring tensions within advertising's self-perception. Using structuration theory, it delves into moral, persuasive, and creative dimensions through a Delphi study. Findings reveal declining cultural significance, a heightened need for legitimacy, and reduced power within advertising. The discourse reflects a critical self-assessment, challenging traditional modalities. Notably, shifts towards authenticity and corporate responsibility diminish advertising's impact, while technological advancements prioritize data-driven approaches, eroding creativity. The study underscores conflicts between creative ideals and pragmatic demands, as well as between short-term sales goals and long-term sustainability objectives. Advertisers seek to balance persuasion with morality, impacting cultural significance. To address these challenges, a modality management approach is proposed that combines the persuasive, ethical and creative essence of advertising in evolving contexts. This research contributes nuanced insights into advertising's evolving self-concept amidst transformative disruptions.