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DM Critical Digital Advertising

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Draft Manuscript Review
'Critical Digital Advertising', Andrew McStay
Overview by Tim Hendrick

The book is very comprehensive and contemporary in its subject and content. My perspective is that it is a worldview and somewhat weighted to the UK. It is up to date as much as it can be with the ever-changing landscape in digital and new media.

It is everything digital and I especially like the inclusion of video games and the case histories starting on pages 106. I also liked the comparison (pg. 46) of buying traditional media vs. digital media and the work and costs that go into this new broad based form.

Throughout the book there is quite a bit of detail and in-depth analysis.

My first inclination was that it read like a paper, a very long paper rather than a text that could be used to teach with. The first 40 pages are very scholarly in it's approach. It then tends to settle down making it more accessible. It was organized well. The title is about 'digital advertising' not 'digital media' which tends to not incorporate why and how target audiences are using these new forms of media. There is detail but I was looking for actual 'how to plan or buy' for it to be used as a digital media text. I personally would have to think twice about it being used in a separate digital media planning and buying class unless I was to add a class on just this subject. Of course we also must look at class choices students have to make towards graduation and how many units they can add without going over the limit. Most digital advertising is covered in media classes that we teach which tend to be more skill based in that we are trying to get students ready for the real world of media buying and selling both traditional and in new media.

This text was a very good, comprehensive look at all the current and future ways advertising is evolving into digital. At a graduate level view on the future of Mass Communications the book would be utilized I feel in a mass communications curriculum. It is very theoretical, with good case histories but probably not practical enough by itself to be utilized in current or near future undergraduate advertising curriculums.