**PhD Scholarship**

Dublin City University
School of Communications

Internationalization in Irish Advertising

The School of Communications at DCU invites applications for a fully-funded PhD study of internationalization in Irish advertising. Internationalization can be understood in at least three ways:

(i) Ownership consolidation and expanding networks of agencies across the globe;
(ii) Standardized work practices and project-based collaboration, and;
(iii) The use of content (and sometimes entire campaigns) across national frontiers.

This PhD study will investigate the implications of these overlapping dimensions of internationalization, with particular regard to advertising agency autonomy and creative control, network power relations and professionalization. It will also consider digitalization and the broader regulatory environment.

Tasks:

- Conducting mixed methods empirical research;
- Writing and completing a PhD dissertation within four years (supervised by Dr. Neil O’Boyle);
- Participating in the Doctoral School programme of the Faculty of Humanities and Social Sciences at DCU;
- Undertaking limited teaching duties in the School of Communications;
- Collaborating with supervisor and peers in research and publications;
- Participating in conferences, workshops, seminars and other scholarly activities;
- Contributing to the organization of a workshop;
- Participating in a methods-oriented summer school (if necessary)

Requirements:

Essential:

- A master’s degree, preferably in the humanities or social sciences
• Excellent written and spoken English;
• Interest in advertising, the media industries and cultural change;
• Some knowledge of advertising practices (new and old);
• Ability and interest to work independently and in a team.

Desirable:

• Previous research experience
• Knowledge of digital trends in advertising
• Relevant publications

Scholarship details:

The scholarship will pay tuition fees plus a living allowance of €14,000 per annum.

The starting date for the appointment is expected to be March/April 2015. The scholarship is extendable up to a maximum of four years, subject to satisfactory progress being confirmed in formal annual reviews.

The School will provide a workspace in a shared office, a computer and the opportunity to apply on a competitive basis for other research travel costs. The successful candidate must be normally resident in Dublin and working in DCU apart from research trips, conferences and annual leave.

Applications should be made to Dr. Neil O’Boyle, neil.oboyle@dcu.ie, 00353 1 7006593 and should include a CV, the results of your master’s degree and a 2000 word research proposal, setting out your research question(s), how the research relates to existing literature and a brief description of your proposed methodology.

Additional information

For additional information, please contact:

• Dr. Neil O’Boyle, neil.oboyle@dcu.ie, 00353 1 7006593
• Information on the School of Communications can be found here: http://www4.dcu.ie/communications/index.shtml