**Faculty Call for Research Assistant Application - Fall 2025**

|  |
| --- |
| **Part I – Outline of research project** |

**Academic field:** Classical studies and Roman Archaeology

**Research topic**: Advertising in Ancient Pompeii: Visual Marketing in Food and Drink Outlets.

**Brief description of project and research assistant duties:**

The research assistant will help complete an article on the techniques that food and drink outlets advertised their business on the streets of Pompeii. The number of bars in Pompeii is so high that there was roughly one bar per 100 inhabitants, suggesting a high degree of competition. The article is a case study of three bars in three different locations: the research attempts to collect and analyze the visual and architectural elements that were used by their owners to attract and keep customers.

**Sponsoring professor:** Massimo Betello

**Professor’s e-mail address:** mbetello@johncabot.edu

**Semester of assistantship**: Fall 2025

|  |
| --- |
| **Part II – Mentoring plan** |

**Full description of research assistant’s regular duties:**

Editorial assistance in the elaboration and review of the text of the article: check for readability and clarity, footnote format, and final bibliography.

**Description of the work to be completed by the end of the research assistant’s 45 hours of work:**

Review of the prose and footnotes of the article (excellent writing abilities are necessary).

Annotated bibliography of the published works on the topic of the article which will need to be synched with the Zotero database used by the professor.

**Statement addressing how the faculty research will help the student research assistant develop their research skills:**

By the end of this research position a successful assistant will have become competent at collecting and summarizing information helpful to the publication process, and confident in its ability to create and respect a working schedule.

The assistant will have become knowledgeable with the most recent academic works on advertisement in Roman cities, and quite familiar with the most recent archaeological research in Pompeii about food and drinks outlets.

The assistant will have become proficient at using the bibliographical software Zotero and the Microsoft 365 apps of JCU.