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Everyday consumers buy into the concept of brands and their associated meanings - the perception of quality, a symbolic relationship, a vicarious experience, or even a sense of identity. Marketing Semiotics suggests that the extent to which consumers recognize, internalize, and relate to brand meanings is not only an academic question. These meanings contribute to 'brand equity', the financial value of intangible brand benefits that exceed the use value of goods, and impacts upon a firm's financial performance. Therefore, the management of brand equity demands first and foremost the management of brand meanings, or semiotics. The book uses structural semiotics, a discipline that extends the laws of structural linguistics to the analysis of verbal, visual, and spatial sign systems, to shed light on the cultural codes and discourse of brands. It proposes that semiotic research should form the cornerstone of brand equity management, since brands rely so heavily on sign systems that contribute to profitability by distinguishing brands from simple commodities, from competitors, and engaging consumers in the brand world. The book includes dozens of global business cases where semiotics has been used to refocus, reposition, or extend the brand to new products, customers, and markets. Drawing upon twenty years of academic and consulting experience, the book provides actionable direction for steering brands through technological and cultural change, differentiating brands in the competitive environment, and counteracting the natural depletion of brand meaning over time.

Marketing Semiotics - Laura R. Oswald - 2012-02-16
Everyday consumers buy into the concept of brands and their associated meanings - the perception of quality, a symbolic relationship, a vicarious experience, or even a sense of identity. Marketing Semiotics suggests that the extent to which consumers recognize, internalize, and relate to brand meanings is not only an academic question. These meanings contribute to 'brand equity', the financial value of intangible brand benefits that exceed the use value of goods, and impacts upon a firm's financial performance. Therefore, the management of brand equity demands first and foremost the management of brand meanings, or semiotics. The book uses structural semiotics, a discipline that extends the laws of structural linguistics to the analysis of verbal, visual, and spatial sign systems, to shed light on the cultural codes and discourse of brands. It proposes that semiotic research should form the cornerstone of brand equity management, since brands rely so heavily on sign systems that contribute to profitability by distinguishing brands from simple commodities, from competitors, and engaging consumers in the brand world. The book includes dozens of global business cases where semiotics has been used to refocus, reposition, or extend the brand to new products, customers, and markets. Drawing upon twenty years of academic and consulting experience, the book provides actionable direction for steering brands through technological and cultural change, differentiating brands in the competitive environment, and counteracting the natural depletion of brand meaning over time.

Social Semiotics - Thomas Hestbaek Andersen - 2015-03-27
M.A.K Halliday's work has been hugely influential in linguistics and beyond since the 1960s. This is a collection of interviews with key figures in the generation of social semioticians who have taken Halliday's concept of social semiotics and developed it further in various directions, making their own original contributions to theory and practice. This book highlights their main lines of thought and considers how they relate to both the original concept of social semiotics and to each other. Key themes include: Linguistic studies, multilinguality and evolution of language; Text, discourse and classroom studies; Digital texts, computer communication and science teaching; Multimodal text- and discourse analysis; Education and literacy; Media work and visual and audio modes; Critical Discourse Analysis. Featuring interviews with leading figures from linguistics, education and communication studies, a framing introduction and concluding chapter summing up commonalities and differences, connections and conflicts and key themes, this is essential reading for any scholar or student working in the area of social semiotics and systemic functional linguistics. Additional video resources are available on the Routledge website. Featuring: Christian M.I.M. Matthiessen, Theo Van Leeuwen, James R. Martin, Jay Lemke, Gunther Kress
consumers in the brand world. The book includes dozens of global business cases where semiotics has been used to refocus, reposition, or extend the brand to new products, customers, and markets. Drawing upon twenty years of academic and consulting experience, the book provides actionable direction for steering brands through technological and cultural change, differentiating brands in the competitive environment, and counteracting the natural depletion of brand meaning over time.

**Handbook of Semiotics** - Winfried Nöth - 1995

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**The Semiotics of Consumption** - Morris B. Holbrook - 1993

**The Semiotics of Consumption** - Morris B. Holbrook - 1993

**Consumer Research** - Stephen Brown - 2005-06-23
Consumer Research: Postcards from the Edge is a collection of cutting-edge essays by leading exponents of postmodern consumer research from Europe and America. Topics covered include: * chronicle, composition and fabulation in consumer research * postmodern approaches to pluralism in consumer research * marketing in cyberspace * poststructuralism in marketing * semiotics in marketing and consumer research

**Go Figure! New Directions in Advertising Rhetoric** - Edward F. McQuarrie - 2008
Rhetorical scholarship has found rich source material in the disciplines of advertising, communications research, and consumer behavior. Advertising, considered as a kind of communication, is distinguished by its focus on causing action. Its goal is not simply to communicate ideas, educate, or persuade, but to move a prospect closer to a purchase. The editors of "Go Figure! New Directions in Advertising Rhetoric" have been involved in developing the scholarship of advertising rhetoric for many years. In this volume they have assembled the most current and authoritative new perspectives on this topic. The chapter authors all present previously unpublished concepts that represent advances beyond what is already known about advertising rhetoric. In the opening and closing chapters editors Ed McQuarrie and Barbara Phillips provide an integrative view of the current state of the art in advertising rhetoric.

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**Handbücher zur Sprach- und Kommunikationswissenschaft** - - 2004
Marketing - Nick Ellis - 2010-11-17
Electronic Inspection Copy available for instructors here Written by a team of renowned experts in the field, Marketing: A Critical Textbook provides a unique introduction and overview of critical approaches to marketing. Ideally suited to advanced students of marketing, the book uses examples and 'real world' case studies to illustrate and discuss major alternative and critical perspectives on the subject, enabling students to constructively question the conventional assumptions, concepts and models with which they are already familiar. - Explains and debates key concepts in a clear, readable and concise manner. - Provides practical and innovative demonstrations of abstract and difficult concepts through classroom exercises and individual and group activities. - Includes a glossary of critical marketing terms. - Additional material on the companion website, including a full Instructor's Manual and free access to full-text journal articles for students. Visit the companion website at www.sagepub.co.uk/ellis

Market Mediations - B. Heilbrunn - 2015-05-11
Market Mediations offers a fresh way to look at consumption practices, design and branding issues through analysis based on the French and European intellectual tradition. To account for this vast system of objects and brands, the book draws on the generative trajectory of meaning stemming from the structural semiotics of Greimas obedience.

Handbook of Qualitative Research Methods in Marketing - Russell W. Belk - 2007
A rare and much needed compilation of some thought-provoking papers in the area of qualitative research in marketing, this book is a must have for anyone pursuing the discipline of marketing research, scholars intent on the pursuit of qualitative inquiry as well as practising professionals looking for innovative approaches to research. Global Business Review Belk has compiled an exhaustive collection of contributions from scholars and practitioners throughout North America and Europe. . . . This extremely informative volume spans the full array of qualitative research areas. . . . Highly recommended. S.D. Clark, Choice The Handbook of Qualitative Research Methods in Marketing offers both basic and advanced treatments intended to serve academics, students, and marketing research professionals. The 42 chapters begin with a history of qualitative methods in marketing by Sidney Levy and continue with detailed discussions of current thought and practice in: research paradigms such as grounded theory and semiotics research contexts such as advertising and brands data collection methods such as projectives and netnography data analysis methods such as metaphorical and visual analyses presentation topics such as videography and reflexivity applications such as ZMET applied to Broadway plays and depth interviews with executives special issues such as multi-sited ethnography and research on sensitive topics. Authors include leading scholars and practitioners from North America and Europe. They draw on a wealth of experience using well-established as well as emerging qualitative research methods. The result is a thorough, timely, and useful Handbook that will educate, inspire, and serve as standard reference for marketing academics and practitioners alike.
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Brand Equity Planning with Structuralist Rhetorical Semiotics - Rossolatos, George - 2014-01-01
Brand Equity Planning with Structuralist Rhetorical Semiotics furnishes an innovative conceptual model and methodology for brand equity planning, with view to addressing a crucial gap in the existing marketing and semiotic literatures concerning how advertising multimodal textual elements may be transformed into brand associations, with an emphasis on rhetorical relata as modes of connectivity between a brand’s surface and depth grammar. The scope of this project is inter-disciplinary, spanning research areas such as brand equity, structuralist semiotics, textual semiotics, visual and film semiotics, multimodal rhetoric, Film theory, psychoanalysis. The proposed connectionist model of the brand trajectory of signification is operationalized through a methodological framework that encompasses a structuralist semiotic interpretative approach to the textual formation of brand equity, supported by quantitative content analysis with the aid of the software Atlas.ti and the application of multivariate mapping techniques.

Handbook of Research on Narrative Advertising - Yilmaz, Recep - 2019-06-28
Narration can be conceptualized as conveying two or more events (or an event with a situation) that are logically interrelated and take place over time and have a consistent topic. The concept includes every storytelling text. The advertisement is one of the text types that includes a story, and the phenomenon conceptualized as advertising narration has gained new dimensions with the widespread use of digital media. The Handbook of Research on Narrative Advertising is an essential reference source that investigates fundamental marketing concepts and addresses the new dimensions of advertising with the universal use of digital media. Featuring research on topics such as branding, mobile marketing, and consumer engagement, business professionals, copywriters, students, and practitioners will find this text useful in furthering their research exposure.
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This book provides an extensive overview and analysis of current work on semiotics that is being pursued globally in the areas of literature, the visual arts, cultural studies, media, the humanities, natural sciences and social sciences. Semiotics—also known as structuralism—is one of the major theoretical movements of the 20th century and its influence as a way to conduct analyses of cultural products and human practices has been immense. This is a comprehensive volume that brings together many otherwise fragmented academic disciplines and currents, uniting them in the framework of semiotics. Addressing a longstanding need, it provides a global perspective on recent and ongoing semiotic research across a broad range of disciplines. The handbook is intended for all researchers interested in applying semiotics as a critical lens for inquiry across diverse disciplines.

The semiotics discipline - a hybrid of communication science and anthropology - accounts for the deep cultural codes that structure communication and sociality, endow things with value, move us through constructed space, and moderate our encounters with change. Doing Semiotics shows readers how to leverage these codes to solve business problems, foster innovation, and create meaningful experiences for consumers. In addition to the key principles and methods of applied semiotics, it introduces the basics of branding, strategic decision-making, and cross-cultural marketing management. Through practical exercises, examples, extended team projects, and evaluation criteria, this book guides students through the application of learning to all phases of semiotics-based projects for communications, brand equity management, design strategy, new product development, and public policy management. In addition to tools for sorting data and mapping cultural dimensions of a market, it includes useful interview protocols for use in focus groups, in-depth interviews, and ethnographic studies, as well as expert case studies that will enable readers to apply semiotics to consumer research.
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**Key Debates in the Translation of Advertising Material** - Beverly Adab
- 2016-04-01
Much has been written about the marketing aspects of promotional material in general, and several scholars (particularly in linguistics) have addressed questions relating to the structure and function of advertisements, focusing on images, rhetorical structure, semiotic functions, discourse features and audio-visual media, amongst other aspects of the genre. Not much, on the other hand, has been written within translation studies about the complexities involved in the transfer of an advertising message. Contributors to this volume explore various interdependent aspects of the interlingual and intercultural transfer of an advertising message. They emphasize features of culture specificity, of multi-medial semiotic interaction, of values and stereotypes, and most importantly, they recommend strategies and approaches to assist translators. Topics covered include a critique of the Western-based approach to advertising in the context of the Far East; different perceptions of the concept of cleanliness in advertising texts in Italy, Russia and the UK; the Walls Cornetto strategy of internationalization of product appeal, followed by localization; the role of the translator in recreating appeal in different lingua-cultural contexts; what constitutes 'Italianness' in advertisements for British consumers; and strategies for repackaging France as a tourist destination.

**Taboo in Advertising** - Elsa Simões Lucas Freitas - 2008-07-09
Taboos are much more than just a synonym of ‘forbidden’. Proof of the concept’s complexity can be found in the way ads often try to hide the taboo inherent to their products or, conversely, in the way certain taboo readings are foregrounded on purpose in other ads. This volume shows why and how that happens, using print and television ads to exemplify (a) the elaborate strategies used by ads for certain products to cleverly hide the taboo inherent to them, and (b) the deliberate recourse to taboo references in ads for products that do not present any taboo connotation. The linguistic analysis undertaken takes into account the different modes (verbal language, music, sound effects, moving and static images) that convey meaning in ads. Taboo is very often conveyed or disguised through one of the channels while the others play the opposite role, thus achieving a balance that prevents the ad from being too obscure to be understood or too daring for the general public to accept it. For this comprehensive approach, concepts are drawn from different disciplines: textual and semiotic analysis from linguistics, theories of taboo from anthropology, and background to
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**Towards a semiotics of brand equity: Brand coherence and communicative consistency through structuralist operations and rhetorical transformations**

**Consumer Research** - Morris B. Holbrook - 1995-06-09
This collection of essays provides a personal, thought-provoking and often humorous documentation of the evolution of the field of consumer research. The book highlights aspects of hotly debated issues that surround this field of inquiry, and presents a picture of how consumer research has grown and developed over the past 25 years.

**Unwrapping Goethe's Weimar** - Davidson German Studies Symposium 1997 (Davidson College) - 2000
A comprehensive reconsideration of the myth of Goethe's Weimar, occasioned by the 1999 celebrations of Goethe's 250th birthday.

**New Horizons in Arts, Heritage, Nonprofit and Social Marketing** - Roger Bennett - 2013-09-13
Arts, heritage, non-profit and social marketing today comprise key components of the contemporary marketing management scene. Governments, charities and voluntary sector organisations throughout the world are increasingly involved in the development of marketing campaigns, and more and more of these organisations are likely to be at the cutting edge of the application of the very latest marketing methods. Research in the arts, heritage, non-profit and social marketing fields is intellectually rigorous, relevant for user communities, and has a great deal to offer to marketing theory as well as to promotional practice. This book presents a collection of stimulating articles that report some of the freshest and most innovative research and thinking in the authors’ specialist domains. Collectively the chapters offer a balance of empirical and conceptual research in arts, heritage, non-profit and social marketing. They explore new ideas, challenge pre-existing orthodoxies, develop knowledge, and demonstrate the epistemological importance of current research in these critical areas. This book was originally published as a special issue of the Journal of Marketing Management.
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**Encyclopedia of Language and Linguistics** - - 2005-11-24
The first edition of ELL (1993, Ron Asher, Editor) was hailed as “the field’s standard reference work for a generation”. Now the all-new second edition matches ELL’s comprehensiveness and high quality, expanded for a new generation, while being the first encyclopedia to really exploit the multimedia potential of linguistics. *The most authoritative, up-to-date, comprehensive, and international reference source in its field* *An entire new work, with new editors, new authors, new topics and newly commissioned articles with a handful of classic articles* *The first Encyclopedia to exploit the multimedia potential of linguistics through the online edition* *Ground-breaking and International in scope and approach* *Alphabetically arranged with extensive cross-referencing* *Available in print and online, priced separately. The online version will include updates as subjects develop ELL2 includes:* *c. 7,500,000 words* *c. 11,000 pages* *c. 3,000 articles* *c. 1,500 figures: 130 halftones and 150 colour* *Supplementary audio, video and text files online* *c. 3,500 glossary definitions* *c. 39,000 references* *Extensive list of commonly used abbreviations* *List of languages of the world (including information on no. of speakers, language family, etc.)* *Approximately 700 biographical entries (now includes contemporary linguists)* *200 language maps in print and online Also available online via ScienceDirect – featuring extensive browsing, searching, and internal cross-referencing between articles in the work, plus dynamic linking to journal articles and abstract databases, making navigation flexible and easy. For more information, pricing options and availability visit www.info.sciencedirect.com. The first Encyclopedia to exploit the multimedia potential of linguistics Ground-breaking in scope - wider than any predecessor An invaluable resource for researchers, academics, students and professionals in the fields of: linguistics, anthropology, education, psychology, language acquisition, language pathology, cognitive science, sociology, the law, the media, medicine & computer science. The most authoritative, up-to-date, comprehensive, and international reference source in its field

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wider than any predecessor An invaluable resource for researchers, academics, students and professionals in the fields of: linguistics, anthropology, education, psychology, language acquisition, language pathology, cognitive science, sociology, the law, the media, medicine & computer science. The most authoritative, up-to-date, comprehensive, and international reference source in its field

The Handbook of Organizational Rhetoric and Communication - Oyvind Ihlen - 2018-08-14
A one-stop source for scholars and advanced students who want to get the latest and best overview and discussion of how organizations use rhetoric While the disciplinary study of rhetoric is alive and well, there has been curiously little specific interest in the rhetoric of organizations. This book seeks to remedy that omission. It presents a research collection created by the insights of leading scholars on rhetoric and organizations while discussing state-of-the-art insights from disciplines that have and will continue to use rhetoric. Beginning with an introduction to the topic, The Handbook of Organizational Rhetoric and Communication offers coverage of the foundations and macro-contexts of rhetoric—as well as its use in organizational communication, public relations, marketing, management and organization theory. It then looks at intellectual and moral foundations without which rhetoric could not have occurred, discussing key concepts in rhetorical theory. The book then goes on to analyze the processes of rhetoric and the challenges and strategies involved. A section is also devoted to discussing rhetorical areas or genres—namely contextual application of rhetoric and the challenges that arise, such as strategic issues for management and corporate social responsibility. The final part seeks to answer questions about the book’s contribution to the understanding of organizational rhetoric. It also examines what perspectives are lacking, and what the future might hold for the study of organizational rhetoric.

Examines the advantages and perils of organizations that seek to project their voices in order to shape society to their benefits Contains chapters working in the tradition of rhetorical criticism that ask whether organizations’ rhetorical strategies have fulfilled their organizational and societal value Discusses the importance of obvious, traditional, nuanced, and critically valued strategies such as rhetorical interaction in ways that benefit discourse Explores the potential, risks, paradoxes, and requirements of engagement Reflects the views of a team of scholars from across the globe Features contributions from organization-centered fields such as organizational communication, public relations, marketing, management, and organization theory The Handbook of Organizational Rhetoric and Communication will be an ideal resource for advanced undergraduate students, graduate students, and scholars studying organizational communications, public relations, management, and rhetoric.

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marketing-and-semiotics-new-directions-in-the-study-of-signs-for-sale-approaches-to-semiotics-as

is configured and, moreover, to point to directions whereby what I call a brand’s figurative first mover advantage and differential figurative advantages may be furnished to a brand’s discourse. The systematic understanding of a brand's distinctive modes of rhetorical configuration is not just a 'nice-to-have' add-on in a metrics dashboard, but a prerequisite for managing brands as constellations of figurative elements and modes of connectivity among figurative elements, which are part and parcel of a brand's textual essence.

This book was put together over the course of the past three years and is the outcome of the author’s publications in the multimodal advertising rhetoric research field and projects that were undertaken with the employment of the //rhetor.dixit//(c) model. It features four chapters that span different, yet interlocking aspects of ad texts’ multimodal rhetorical configuration and culminates in a practical guide for the analysis of the verbo-visual rhetorical structure of TV ad texts, based on the unique methodology of the //rhetor.dixit//(c) model on offer by //disruptiveSemiotics//. //rhetor.dixit//- Understanding ad texts' rhetorical structure for differential figurative advantage neither seeks to cover exhaustively issues in any of the traditional fields of concern to the discipline of rhetoric (an impossible endeavor, indeed, within the contours of a single book), nor to address all issues on top of the current agenda in multimodal advertising rhetoric. Its mission is to present key facets of current research in multimodal advertising discourse, largely dispersed and spread out in multiple disciplines, including semiotics, in such a manner as to enable the reader to get to grips with the benefits that stem from employing a content analytic approach for the ongoing management of the modes of rhetorical configuration of advertising texts. The combination of an interpretivist approach with the methodical outlook yielded by content analysis affords to transform multimodal rhetorical analysis of advertising texts from a theoretical enterprise geared towards making sense of how meaning emerges through the figurative language of advertising to a systematic method for managing advertising textuality, in such a manner as to enable practitioners in marketing related disciplines (e.g., account planning, marketing research, brand management) to actively manage how brand meaning is generated through distinctive modes of rhetorical configuration. The managerial orientation of the //rhetor.dixit//(c) model is intended to enhance understanding as to how a brand’s intellectual capital connectivity among figurative elements, which are part and parcel of a brand's textual essence.

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configuration. The managerial orientation of the //rhetor.dixit//(c) model is intended to enhance understanding as to how a brand's intellectual capital is configured and, moreover, to point to directions whereby what I call a brand's figurative first mover advantage and differential figurative advantages may be furnished to a brand's discourse. The systematic understanding of a brand’s distinctive modes of rhetorical configuration is not just a ‘nice-to-have' add-on in a metrics dashboard, but a prerequisite for managing brands as constellations of figurative elements and modes of connectivity among figurative elements, which are part and parcel of a brand's textual essence.

**Pictorial Metaphor in Advertising** - Charles Forceville - 2002-01-22
Over the past few decades, research on metaphor has focused almost exclusively on its verbal and cognitive dimensions. In Pictorial Metaphor in Advertising, Charles Forceville argues that metaphor can also occur in pictures and draws on relevant studies from various disciplines to propose a model for the identification, classification, and analysis of 'pictorial metaphors'. By using insights taken from a range of linguistic, artistic and cognitive perspectives for example, interaction and relevance theory, Forceville shows not only how metaphor can occur in pictures, but also provides a framework within which these pictorial metaphors can be analyzed. The theoretical insights are applied to thirty advertisements and billboards of British, French, German and Dutch origin. Apart from substantiating the claim that it makes sense to talk about 'pictorial metaphors', the detailed analyses of the advertisements suggest how metaphor theory can be employed as a tool in media studies. Context in its various manifestations plays a key role in the analyses. Furthermore, the results of a small-scale experiment shed light on where general agreement about the meaning of a pictorial metaphor can shade over into other more idiosyncratic but equally valid interpretations. The final chapter sketches the ways in which the insights gained can be used for further research.

**Advertising and Anthropology** - Timothy de Waal Malefyt - 2013-07-18
Examining theory and practice, Advertising and Anthropology is a lively and important contribution to the study of organizational culture, consumption practices, marketing to consumers and the production of creativity in corporate settings. The chapters reflect the authors' extensive lived experiences as professionals in the advertising business and marketing research industry. Essays analyze internal agency and client meetings, competitive pressures and professional relationships and include multiple case studies. The authors describe the structure, function and process of advertising agency work, the mediation and formation of creativity, the centrality of human interactions in agency work, the production of consumer insights and industry ethics. Throughout the book, the authors offer concrete advice for practitioners. Advertising and Anthropology is written by anthropologists for anthropologists as well as students and scholars interested in advertising and related industries such as marketing, marketing research and design.

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Brands are components of consumer discourse. Marketers create them as devices to sell their products or services. However, once brands are marketed, they belong to consumers, because the latter confer relevance or recognition upon them. Brand viability depends upon significance to consumers and their brand use. This book explains what brands mean to consumers, and how they use brands for their own purpose of conveying that meaning to others. It illuminates not only how consumers use brands to communicate, but also how advertising has become an integral component of the cultural communication system that is consumption.

**Encyclopedia of Media and Communication** - Marcel Danesi - 2013-06-17
The first comprehensive encyclopedia for the growing fields of media and communication studies, the Encyclopedia of Media and Communication is an essential resource for beginners and seasoned academics alike. Contributions from over fifty experts and practitioners provide an accessible introduction to these disciplines’ most important concepts, figures, and schools of thought – from Jean Baudrillard to Tim Berners Lee, and podcasting to Peircean semiotics. Detailed and up-to-date, the Encyclopedia of Media and Communication synthesizes a wide array of works and perspectives on the making of meaning. The appendix includes timelines covering the whole historical record for each medium, from either antiquity or their inception to the present day. Each entry also features a bibliography linking readers to relevant resources for further reading. The most coherent treatment yet of these fields, the Encyclopedia of Media and Communication promises to be the standard reference text for the next generation of media and communication students and scholars.

**Semiotics and Visual Communication II** - Evripides Zantides - 2018-04-18
The chapters in this book consist of selected papers that were presented at the 2nd International Conference and Poster Exhibition on Semiotics and Visual Communication at the Cyprus University of Technology in October
2015. They investigate the theme of the Conference, Culture of Seduction [the seduction of culture] and look at Seduction as in “deception”, not sexual enticement, but as a mechanism of attraction and appeal which has often been the case in many communication strategies and approaches used by mass and popular culture. Seduction has historic and increasing agency in visual communication—the urgency to entice viewers is ever more powerful in difficult economic times, in an increasingly hyper-real world - and designers are led to become exceedingly complicit in its strategies. The contributions here cover a range of approaches from theoretical aspects of seduction in verbal and nonverbal communication, public spaces, design and meaning, seductive strategies, and advertising design, as well as fashion representations and packaging design.

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**Contemporary Consumer Culture Theory** - John F. Sherry - 2017-05-25
Contemporary Consumer Culture Theory begins with a re-evaluation of some of the fundamental notions of consumer behaviour, such as self and other, branding and pricing, and individual vs. communal agency then continuing with a reconsideration of role configurations as they affect consumption, examining in particular the ramifications of familial, gender, ethnic and national aspects of consumers’ lived experiences. The book move on to a reappraisal of the state of the field, examining the rhetoric of inquiry, the reflexive history and critique of the discipline, the prospect of redirecting the effort of inquiry to practical and humanitarian ends, the neglected wellsprings of our intellectual heritage, and the ideological underpinnings of the evolving construction of the concept of the brand. Contemporary Consumer Culture Theory is a reflective assessment, in theoretical, empirical and evocative keys, of the state of the field of consumer culture theory and an indication of the scholarly directions in which the discipline is evolving providing reflection upon a rapidly expanding discipline and altered consumption-scapes by some of its prime movers.

**Contemporary Consumer Culture Theory** - John F. Sherry - 2017-05-25
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This updated second edition provides a clear and concise introduction to the key concepts of semiotics in accessible and jargon-free language. With a revised introduction and glossary, extended index and suggestions for further reading, this new edition provides an increased number of examples including computer and mobile phone technology, television commercials and the web. Demystifying what is a complex, highly interdisciplinary field, key questions covered include: What is a sign? Which codes do we take for granted? How can semiotics be used in textual analysis? What is a text? A highly useful, must-have resource, Semiotics: The Basics is the ideal introductory text for those studying this growing area.

Postmodern Consumer Research - Elizabeth C. Hirschman - 1992-07-29
The methodological choices now confronting consumer researchers are daunting and for many years, researchers have wrestled with issues related to the nature of knowledge in the study of consumption phenomena. The authors of this book examine the philosophies and methods of consumer research both objectively and subjectively. First, they present philosophical concepts regarding the origin and content of knowledge relevant to consumer-behaviour phenomena. They then go on to consider a set of research methods aimed at implementing inquiry from the viewpoint of each particular philosophical perspective. In conclusion they discuss criteria for evaluating research conducted using the various methods.

Contemporary Marketing and Consumer Behavior - John F. Sherry - 1995-05-02
This exploration of marketing and consumer behaviour comprises original articles, both theoretical and empirical, and serves as a sourcebook for those interested in consumption and managerial consequences. Issues discussed include: elements of the marketing mix; advertising and promotion; relationship management; managerial intervention and stakeholder response; organization behaviour; economic development; class-and-gender-linked consumer behaviour; and the production of consumption. They are examined using anthropological perspectives and methods ranging from materialistic to semiotic.
"As a glimpse onto U.S. American semiotics through the mind’s eye of a
witness, participant-observer, architect, and midwife, this slim but rich book
fulfills its title." --Journal of Linguistic Anthropology
"This book is an invaluable historical, conceptual, and anecdotal account of the rise of
semiotics in the United States." --Review of Metaphysics
Sebeok, who has done more to establish the field of semiotics in the United States than any
other single scholar, here draws upon his personal experiences of half a
century to present the achievement and current status of semiotics in this
country. He focuses on salient individuals and intellectual issues, including
theatre, television, folklore, sociology, tourism, and graphic design. He also
examines semiotic applications to architecture, marketing and advertising,
jurisprudence, and medicine.

Semiotics Continues to Astonish - Paul Coby - 2011-07-27
Peirce's (1906) proposal that the universe as a whole, even if it does not
consist exclusively of signs, is yet everywhere perfused with signs, is a
thesis that better than any other sums up the life and work of Thomas A.
Sebeok, "inventor" of semiotics as we know it today. Semiotics - the doctrine of
signs - has a long and intriguing history that extends back well beyond
the last century, two and a half millennia to Hippocrates of Cos. It ranges
through the teachings of Augustine, Scholastic philosophy, the work of
Peirce and Saussure. Yet a fully-fledged doctrine of signs, with many
horizons for the future, was the result of Sebeok's work in the twentieth
century. The massive influence of this work, as well as Sebeok's convening
of semiotic projects and encouragement of a huge number of researchers
globally, which, in turn, set in train countless research projects, is difficult
to document and has not been assessed until now. This volume, using the
testimonies of key witnesses and participants in the semiotic project, offers
a picture of how Sebeok, through his development of knowledge of
endosemiotics, phytosemiotics, biosemiotics and sociosemiotics, enabled
semiotics in general to redraw the boundaries of science and the humanities
as well as nature and culture.

Advertising and Promotion - Chris Hackley - 2017-11-13
Using a wide range of visual examples and case studies, Advertising and
Promotion 4th edition introduces the reader to the key concepts, methods
and issues and illustrates these with first-hand examples gathered from
leading international advertising agencies and brand campaigns. Told from
the perspective of the agency, it gives a fun and creative insider view
helping the reader to think beyond the client position and understand what
it might be like working within an ad agency. Drawing not only from
management and marketing research but also from other disciplines such as cultural/media studies and sociology, the authors offer a rounded and critical perspective on the subject to those looking to understand advertising as social phenomenon in addition to its business function and purpose. The new edition has in-depth coverage of online advertising and the role of social media in advertising including metrics and analytics and includes advertising examples by global brands including Adidas, Benetton, BMW, Dove and DeBeers. "Snapshots" bring in aspects of cross-cultural advertising such as Barbie in China. The book is complemented by a companion website featuring a range of tools and resources for lecturers and students, including PowerPoint slides, an instructor’s manual, SAGE journal articles, links to further online resources and author videos. The textbook is also supported by an author-written blog which keeps readers updated on interesting, topical examples relating to advertising and promotion from current affairs and popular culture: www.hackleyadvertisingandpromotion.blogspot.com. Suitable for Advertising, Marketing and Communications modules at undergraduate or postgraduate level.

Global Semiotics - Thomas Albert Sebeok - 2001
The study of semiotics underwent a gradual but radical paradigm shift during the past century, from a glotto-centric (language-centered) enterprise to one that encompasses the whole terrestrial biosphere. In this collection of 17 essays, Thomas A. Sebeok, one of the seminal thinkers in the field, shows how this progression took place. His wide-ranging discussion of the evolution of the field covers many facets, including discussions of biosemiotics, semiotics as a bridge between the humanities and natural sciences, semiosis, nonverbal communication, cat and horse behavior, the semiotic self, and women in semiotics. This thorough account will appeal to seasoned scholars and neophytes alike.

Consumer Behaviour: A European Perspective - Michael R. Solomon, Søren Askegaard, Margaret K. Hogg, Gary J. Bamossy -

marketing-and-semiotics-new-directions-in-the-study-of-signs-for-sale-approaches-to-semiotics-as