

George Rossolatos

# Advances in Brand Semiotics & Discourse Analysis

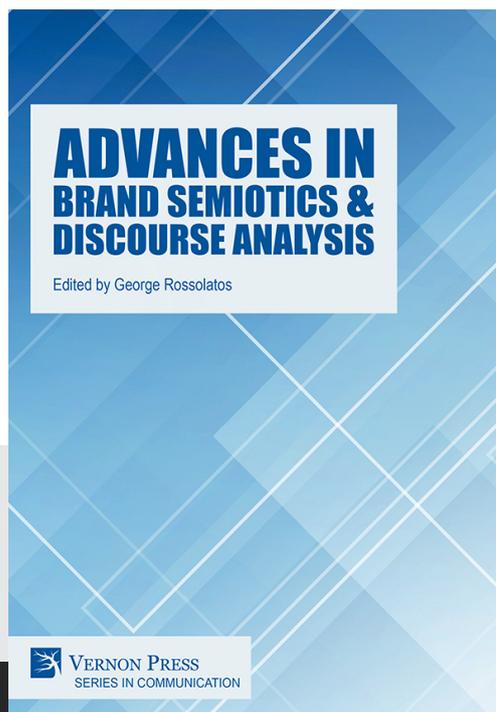
SERIES IN COMMUNICATION

## About the author

**George Rossolatos** (MSc, MBA, PhD) is an academic researcher, marketing practitioner, and editor of the 'International Journal of Marketing Semiotics & Discourse Studies' (Department of English, Kassel University, Germany). Major publications include 'Interdiscursive Readings in Cultural Consumer Research' (2018), 'Handbook of Brand Semiotics' (2015; editor and co-author), 'Semiotics of Popular Culture' (2015), 'Brand Equity Planning with Structuralist Rhetorical Semiotics' (2014), '//rhetor.dixit//: Understanding ad texts' rhetorical structure for differential figurative advantage' (2013), 'Applying Structuralist Semiotics to Brand Image Research' (2012), 'Interactive Advertising: Dynamic Communication in the Information Age' (2002; editor and co-author), plus numerous articles in trade and academic journals. His research interests focus on cultural consumer research/popular culture, branding/advertising, and digital marketing.

## Summary

This volume addresses some of the most important conceptual, methodological, and empirical challenges and opportunities with which the sister disciplines of semiotics and discourse analysis are mutually confronted in the context of considering new avenues of cross-disciplinary application to distinctive branding research streams. In continuation of the collective volume 'Handbook of Brand Semiotics' (Kassel University Press, 2015), which sought to consolidate relevant scholarship and to identify the main territories that have been established at the crossroads between branding and semiotic research, the current 'Advances in Brand Semiotics & Discourse Analysis' aims at accomplishing further strides in critical areas, such as the exigency for reconsidering the aptness of existing semiotic theories in the face of the radically shifting co-creative landscape of digital branding, the benefits of systematically micro-analyzing brand communities' discourses by drawing on CAQDAS programs, the combination of big data analytics with discourse theory in corpus analysis, and the epistemological issues that emerge while combining discourse analysis with time-hallowed marketing qualitative and quantitative research methods. At the same time, the volume hosts a resourceful blend of empirical studies and novel conceptual frameworks in burgeoning streams, such as place, heritage, culinary, personal, and political branding.



March 2023 | Hardback 236x160mm | 258 Pages | ISBN: 978-1-64889-591-3  
Also in Paperback (\$50/€47/£40) | ISBN: 978-1-64889-720-7

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