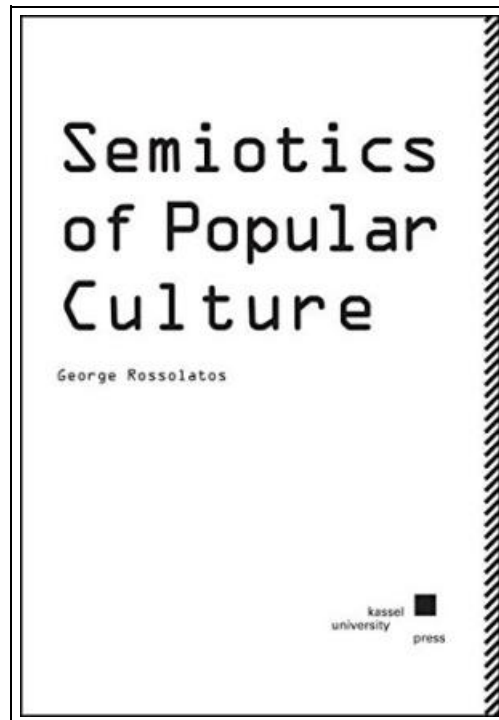


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Kassel University Press Jan 2015, 2015. Taschenbuch. Condition: Neu. Neuware - Cultural studies constitutes one of the most multi-perspectival research fields. Amidst a polyvocal theoretical landscape that spans different disciplines semiotics is of foundational value. In an attempt to effectively address the conceptual richness of the semiotic discipline, a wide roster of perspectives is evoked in this book against the background of a diverse set of cultural phenomena, including structuralist and post-structuralist semiotics, semiotically informed psychoanalysis, cultural semiotics, film semiotics, sociosemiotics, but also, to a lesser extent, music semiotics and more niche, but certainly promising perspectives, such as postmodern semiotics, ethnosemiotics, phenomenological semiotics and rhetorical semiotics. The recruitment of semiotic frameworks and concepts is enacted against the background of advances in cultural studies (thus reinstating the dialogue with a discipline that took form by drawing on semiotics in the first place) and the various research streams that have become consolidated within the wider cultural studies territory, such as memory studies, celebrity studies, death studies, cultural geography, visual studies. At the same time, the offered readings engage dialogically with Consumer Culture Theory. George Rossolatos is an academic researcher and marketing practitioner, with experience in advertising (JWT), marketing research (Research International/Millward Brown) and brand management (Colgate-Palmolive, Nestle, Weetabix, Cosmote). He holds a BA (Hons) in Philosophy from the University of Essex, an MSc in Marketing from Manchester Business School and an MBA from Strathclyde Business School and a PhD in Marketing Semiotics from the University of Kassel. He is also the editor of the International Journal of Marketing Semiotics . Major publications include *Semiotics of Popular Culture* (2015), *Interactive Advertising: Dynamic Communication in the Information Era* (2002), *Brand Equity Planning with Structuralist Rhetorical Semiotics* (2012, 2014), *Applying Structuralist Semiotics to Brand Image Research* (2012), *//rhetor.dixit//: Understanding ad texts' rhetorical structure for differential...*



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