

**Title:** Handbook of Brand Semiotics & Discourse Analysis

**Publisher:** Major publishing house

**Target Release date:** Q4 2021 (est.)

**Editors:** Dr. George Rossolatos & 1 Co-editor (TBC)

[https://drive.google.com/file/d/13Jw\\_rwyyv6MM6pd7JrUrAMMtv5T5EK6WK/view?usp=sharing](https://drive.google.com/file/d/13Jw_rwyyv6MM6pd7JrUrAMMtv5T5EK6WK/view?usp=sharing)

### **Introduction: The market opportunity**

Semiotics has exerted a paramount influence on marketing practice and research over the past 40 years. Semiotic concepts have been applied successfully to territories, such as brand and product design, packaging and advertising development and analysis. The analytical, interpretive and practical value that semiotic thinking can bring to branding, however, may not be exhausted in these indispensable marketing planning and implementation tasks. Semiotic perspectives may yield comprehensive frameworks for understanding and managing brands by combining macrocultural readings with concrete, situated research.

Marketing research and practice have paid comparatively less attention to developments in discourse analysis, semiotics' sister discipline (as argued by Van Dijk ever since the early 90s). Yet, discourse analysis has accomplished considerable strides in furnishing conceptual and methodological platforms for analyzing and producing systematically insights from cultural consumption, as well as branding phenomena.

In recognition of the various points of intersection between semiotics and discourse analysis, this volume seeks to fill this disciplinary gap, by offering to the academic community a reference volume that synthesizes the joint contribution that semiotics and discourse analysis can make to branding streams, showcases innovative work, and paves the way for future research.

In continuation of the well-received *Handbook of Brand Semiotics* (2015, Kassel University Press),

<https://ijmarketingsemiotics.com/handbook-of-brand-semiotics/>

this interdisciplinary volume aims to provide fertile ground for a fruitful dialogue between conceptualizations and methodological approaches from the marketing field with their equivalents from semiotics and discourse analysis; to discuss the emergent limitations and constraints from this dialogue; and to contribute to the quest for ever more reliable and trustworthy research in this burgeoning field. The featured chapters will be authored by experienced researchers in various areas of brand semiotics and discourse analysis.

The time is ripe for the extended second handbook of Brand Semiotics & Discourse Analysis, at the cross-roads between marketing and semiotic/discourse analytic research.

### **Target group(s)**

**Primary:** Academic scholars and advanced students in the marketing, semiotic and discourse analytic disciplines.

**Secondary:** Practitioners, BA/MA students.

### **Publication Objectives**

- To provide a high-quality (i.e. well-written, exhaustively researched and referenced) volume that reflects the state-of-the-art in semiotic and discourse analytic research in branding related territories (see indicative contents).
- To engage in inter-disciplinary dialogue with psychological and other perspectives that are employed in marketing research in approaching the same phenomena, and highlight areas of unique contribution and differentiation for semiotic and discourse analytic perspectives.
- To provide directions and recommendations for future research in the scrutinized territories.

### **Handbook contents/research territories (indicative)**

- New media/digital marketing applications and methodological innovations from semiotics and discourse analysis
- Social media communities
- Place branding conceptual models and empirical studies
- Personal branding conceptual models and empirical studies
- Cultural branding conceptual models and empirical studies
- New approaches to brand equity, brand architecture, brand image
- Empirical studies
- Branding of social movements, ideologies, belief systems
- Globalization and branding
- Experiential branding and brand experiences

**Word length per chapter:** 6-8000 words (including references, tables and charts)

**Chapter structure** Will be sent upon acceptance.

### **Project milestones**

<b>What</b>	<b>By when</b>
CFP	Dec 3 2020
Delivery of initial extended abstract	Dec 30 2020
Delivery of chapter as agreed with the editors	Within 6 months as of the abstract's approval
Comments from Editor(s)- content editing process	2-3 months as of the reception of the initial draft
Delivery of finished volume to the publishing house	Within 9 months as of agreement
Publication (est.)	late Q4 2021

If interested, send your extended by the designated deadline abstract to: [georgerossolatos123@gmail.com](mailto:georgerossolatos123@gmail.com)