**I**

**Th**

**All literature is available online on the Undervisningsplattform or on the internet**

Armstrong, Gary; Kottler Philip (2007), ”Product, Services, and Branding Strategy ” i *Marketing. An Introduction* New Jersey, pp. 199- 213 ISBN 9780273713951 (14)

Arvidsson, Adam (2006), “*Brand Value”* BRAND MANAGEMENT VOL. 13, NO. 3, 188–192 ISBN: 9780415347167 (3).

Barthes, Roland, (1964),”The Rhetoric of the image”, *Image, Music, Text*. Ed. and trans. Stephen Heath. New York: Hill and Wang, 1977. 32-51. (17p) ISBN: 9780006861355

Bianchi, CInzia (2011) “Semiotic approaches to advertising texts and strategies: Narrative, passion, marketing” in *Semiotica*, pp. 243–271 ISSN 1612-3692 (23)

Bignell, Jonathan (2002), “Signs and Myth” in *Media semiotics. An Introduction*. (2.ed) Manchester, New York, ISBN-10: 0719062055, pp. 4-27 (23)

Chandler, David (2007), cap. 1,2, 4,9 or as book *Semiotic : The Basics*, Paperback second edition, ISBN 0415363756, pp. 45

Carvalho, Flaviane Faria (2013) “Social semiotics and literacy: A case study about the social meanings constructed by ads of a children’s magazine”, *Australian Journal of Language and Literacy,* Vol. 36, No. 3, pp. 169-179 (10) ISSN: 1038-1562.

Domzal, Teresa J.; Kernan, Jerome B. (1993) ”[Mirror, Mirror: Some Postmodern Reflections on Global Advertising.](http://eds.a.ebscohost.com/eds/viewarticle?data=dGJyMPPp44rp2%2fdV0%2bnjisfk5Ie46bFRr6iySrek63nn5Kx94um%2bUa2orUqup7I4sLCuTbimrzi%2fw6SM8Nfsi9%2fZ8oHt5Od8u6e2SLWrt0%2bxprA%2b6tfsf7vb7D7i2Lt68t6kjN%2fdu1nMnN%2bGu6%2bySLSosEq0qK8%2b5OXwhd%2fqu37z4uqM4%2b7y&hid=4213) *Journal of Advertising.*, Vol. 22 Issue 4, p1-20. 20p, 9406222621

Dyer, Gilian (1988), “The Origins and Development of Advertising” in Dyer, Gilian *Advertising as Communication*, London: Routledge, ISBN-13: 9780415027816 , pp. 16-37 (21)¨

Ecco, Umberto (1975) ”Travels in Hyperreality.  San Diego and New York”: Harcourt Brace and Company, (33 pp) http://xroads.virginia.edu/~DRBR2/eco\_travels.pdf

Engel, Stephen (2004) “Marketing Everyday Life: The Postmodern Commodity Aesthetic of Abercrombie & Fitch” the Advertising Educational Foundation, 25 pp http://muse.jhu.edu/journals/asr/v005/5.3engel.html, DOI: 10.1353/asr.2004.0009

Forceville , Charles (2007). “*Multimodal metaphor in ten Dutch TV commercials*.” Public Journal of Semiotics 1: 19-51 (32)

Frosh, Paul (2002) “Rhetoric of the Overlooked: on the communicative modes of stock advertising images “, Journal of Consumer Culture 2: 171-195 (24)

Irvine, Martin “The Postmodern”, ”Postmodernism” ,”Postmodernity” Approaches to Po-Mo” © 2004-2009 http://faculty.georgetown.edu/irvinem/theory/pomo.html

Gronroos, Christian (1994) ”Quo Vadis, Marketing? Toward a Relationship Marketing Paradigm”, *Journal of Marketing Management*, , 10, 347-360 (13)

Hall, Stuart (1997), “Representation, Meaning and Language”, in *Representation, Cultural Representation and Signifying Practices*, Stuart Hall (red), London, ISBN-10: 0761954325; ISBN-13: 978-0761954323, pp. 15-30 (15)

Harrison, Claire (2008) “Real men do wear mascara: advertising discourse and masculine identity”, Critical Discourse Studies Vol. 5, No. 1, 55–73 (18)

Hendon, Donald W.; Muhs, William F., (1993) "Origins and Early Development of Outdoor Advertising in the United States", *European Journal of Marketing*, Vol. 20 Iss: 5, pp. 7 – 17 (10)

Holt, Douglas B. (2002), “Why Do Brands Cause Trouble? A Dialectical Theory of Consumer Culture and Branding”, *Journal of Consumer Research* 29, ISSN 00935301 pp.70-90 (20)

Kilbourne, Jean (2000) ”Buy this 24-year-old and get all his friends absolutely free .” Can’t Buy My Love. New York, NY:Touchstone, pp 33-57 (24)

Koller, Veronica (2009 ) “Brand Images: Multimodal Metaphor in branding messages” in Forceville, Charles ; Urios-Aparisi, Eduardo (Eds.), Mouton de Gruyter, Berlin, , p 45-65 (20 p)

Kronberger, Martin (2010) ”Preface” in *Brand Society: How brands Transform Management and Lifestyle,* New York : Cambridge University Press, ISBN 978-0-521-72690-0 (pbk) P. 14-23 (9)

Langan, Catherine R (1998 ) “Intertextuality in Advertisements for Silk Cut Cigarettes”, (ca5)

Available: www.aber.ac.uk/media/Students/crl9502.htm

Langer, Roy **(2002),**”Advertising beyond Fordism: **New Subtle Advertising Strategies, Formats and Contents”, *CCC Working Paper* no.1, pp 2-19 (17)**

Manning, Paul (2010) “The Semiotics of Brand” Annual Review of Anthropology, Vol. 39: 33 -49 (13)

McQuarrie, Edward F.; Mick, David Glen(1996) “Figures of Rhetoric” in *Journal of Consumer Research*: 22: 4,**pp:** 424-438 (14)

Miles, Chris (2007) “A cybernetic communication model for advertising” Marketing Theory; 7; 307-334

Morris, Martin (2005), “Interpretability and social power, or, why postmodern advertising works”, *Culture & Society* p: 697-718 (24)

Mulken, Margot van (2003);”Analysing rhetorical devices in print advertisements”, *Document Design* 4:2, pp 114–128 (14).

Nöth, Winfried (2011) “Self-referential postmodernity” Semiotica (183) 199-217 (18)

Phillips, Barbara J. , McQuarrie, Edward F , (2008) ”Advertising Rhetoric: An Introduction” *Go FIgure. New Direction in Advertising Rhetoric*, p 3- 19 (16)

Phillips, B.J. (2004), "Beyond visual metaphor: A new typology of visual rhetoric in advertising", *Marketing Theory*, 4, 1-2, pp. 113-136. (23)

Proctor, Tony et.al. (2001) “What are television advertisements really trying to tell us? A postmodern perspective”, Journal of Consumer Behaviour Vol. 1, 3, 246-255 (11)

Scolari, Carlos Alberto “Transmedia Storytelling: Implicit Consumers”, International Journal of Communication 3 (2009), 586-606 (20)

SeppänenJanne (2011) ”Young People, Researchers and Benetton. Contest Interpretations of a Benetton Advertisement Picture”, Nordicom Review 22, p. 85-96 (11p)

Williamson, Judith (1978), “Part 1: Advertising-Work” in: *Decoding Advertisements: Ideology and Meaning in Advertisements*, NY, pp. 17-19 (6)

Pages ca. 642

IT is possible, that some more articles will be added, but not more than 100 pages!