List of Literature Fall 2024

**IMSB20: Rhetoric of Advertising in Modernn Media (7,5 hp)**

**Accepted by the “styrelsegroup”** 25.5.2018

**All literature is available online on liveatlund, Lovisa or on the internet**

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

<http://fac.ksu.edu.sa/sites/default/files/ch._8.pdf>

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

3) (ISBN: 9780415347167)

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

Available: <https://rosswolfe.files.wordpress.com/2015/04/roland-barthes-image-music-text.pdf>

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

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

Chion, Michel. "The Audiovisual Contract: Projections of Sound on Image." In: *Audio-Vision: Sound on Screen*. New York: Columbia UP, 1994. annotation by Deborah Wolfson (Theories of Media, Winter 2003) ca. 30 p

Colomina, Beatriz “Archive” in Privacy and Publicity

Cook, Nicholas (1994) "Music and Meaning in the Commercials", *Popular Music*, , vol. 13, nr. 1, 27-40 (13) URL: <http://www.jstor.org/stable/852898>

Cronin, Anne M (1999 ) “Seeing Through Transparency: Performativity, Vision and Intent” in *Cultural Values*, Vol 3. N.1, pp. 54-72 (18) (18) ISSN 1362-5179.

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. (20), 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)¨

Engel, Stephen (2004) “Marketing Everyday Life: The Postmodern Commodity Aesthetic of Abercrombie & Fitch” In: *The Advertising Educational Foundation*, (25) <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*.” In: *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)

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, 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)

Hoenig, Florian (2005) “Defining Computational Aesthetics” Hoenig, Florian (2005) “Defining Computational Aesthetics” in: Computational Aesthetics in Graphics, Visualization and Imaging L. Neumann, M. Sbert, B. Gooch, W. Purgathofer (Editors) , 13-18. (5)

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

Huron, David (1989) Music in Advertising: An Analytic Paradigm, *Musical Quarterly*, Vol. 73, No. 4 557-574.

Koller, Veronica (2009 ) “Brand Images: Multimodal Metaphor in branding messages” In: Multimodal metaphor :. Applications of Cognitive Linguistics . De Gruyter, Berlin, pp. 45-71. ISBN 978-3-11-020515-2 (20 p)

Kourdis, Evangelos (2016.) “Colour as Intersemiotic Translation in Everyday Communication: A sociosemiotic approach” In: Kristian Bamkov (ed.), *Proceedings of IASS. Sofia 2014*

 <https://ikee.lib.auth.gr/record/283107/files/Colour%20as%20Intersemiotic%20Translation%20in%20Everyday%20Communication.pdf>

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

Langan, Catherine R (1998 ) “Intertextuality in Advertisements for Silk Cut Cigarettes”, (10)

<http://archive.is/OAUx5>

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”, *Journal of Consumer Research*: 22: 4, pp.424-438 (14)

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

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

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

Scolari, Carlos Alberto (2009), “Transmedia Storytelling: Implicit Consumers”, *International Journal of Communication* 3 586-606, 589-606 (20)

<http://beta.upc.edu.pe/matematica/portafolios/nmynt/transmedia_storytelling-.pdf>

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

Thurlow , Crispin (2015) “Multimodality, Materiality and Everyday Textualities: The Sensuous Stuff of Status” In. Ripple, Gabriele *Handbook of Intermediality*, Berlin : De Gruyter Mouton, 2015 PDF (18)

Williamson, Judith (1978), “Part 1: Advertising-Work” in: *Decoding Advertisements: Ideology and Meaning in Advertisements*, NY, pp. 17-34 (16)

http://www.charlesacramer.com/sf1110/ewExternalFiles/Williamson,%20Decoding%20Advertisements%20smaller.pdf

Pages ca. 642

It is possible, that some more articles will be added, but not more than 200 pages!