

---

# International Journal of Marketing Semiotics

---

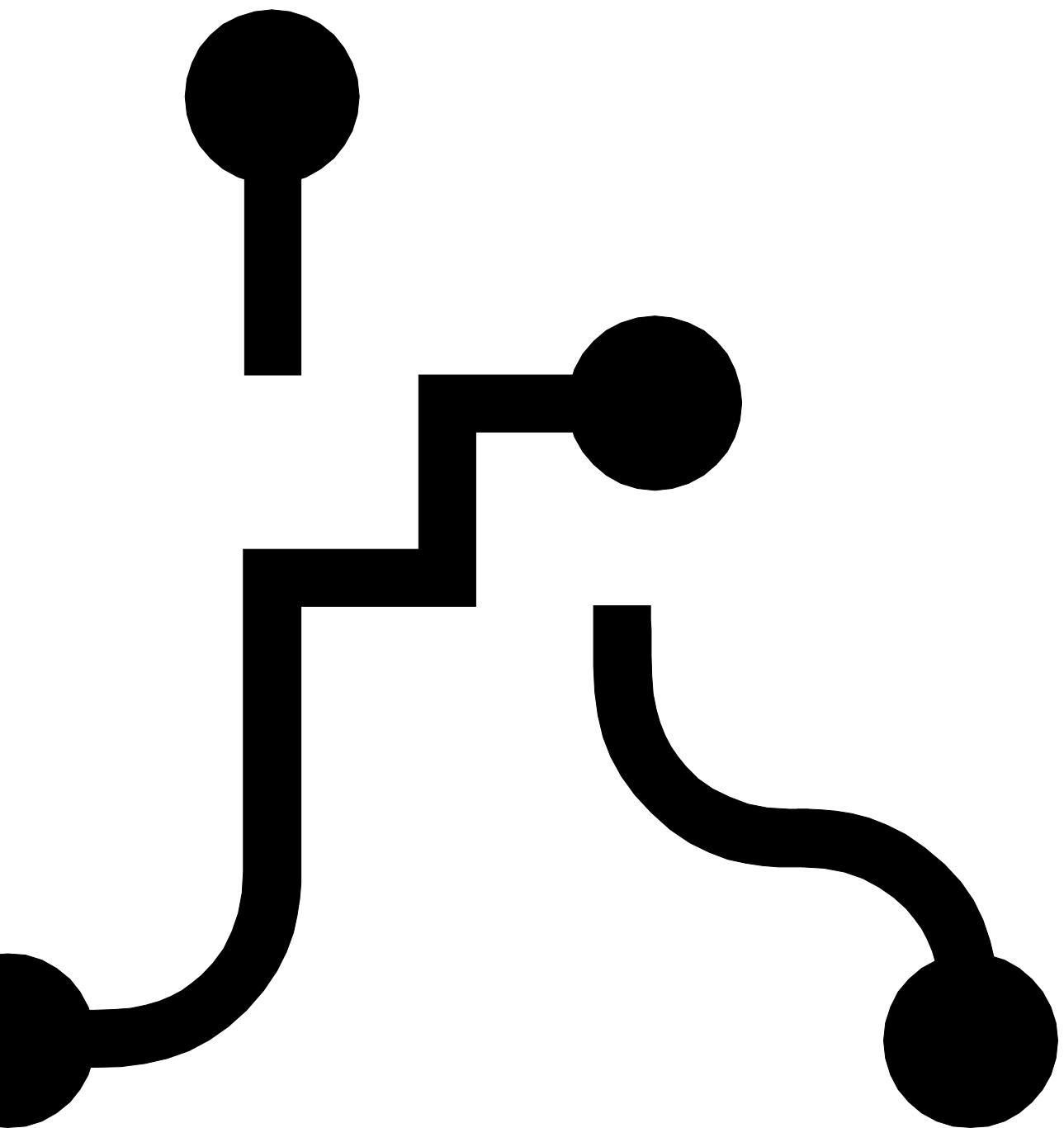
## 2017

Vol. 5

ISSN: 2195-2280

[www.ijmarketingsemiotics.com](http://www.ijmarketingsemiotics.com)

---



## Editorial

Amidst a vibrant semiotic landscape of ongoing conceptual innovation and proliferating empirical studies, we are particularly glad to announce that as of the Vth issue of the International Journal of Marketing Semiotics, three new sections will be featured, namely free-to-download books (either in their entirety or individual chapters), academic presentations (either as part of university curricula or as delivered in conferences, seminars, etc.) and by comparison the more standard type of book reviews.

The inspiration and initiative to feature these types of content in the International Journal of Marketing Semiotics stems from two directions: primarily, from our ongoing commitment to adding value to the information that is hosted in the journal, alongside quantity, ease-of-access and versatility. Secondarily, but on an equal footing, from the recognition that academic content does not concern only books and papers, but also presentations. Presentations delivered either in lecture theaters or in conferences rarely circulate on a wider scale, beyond a closed-circuit featuring students and perhaps more informal exchanges among peers. This is in stark contrast with practitioners' conferences where the availability of presentations is the main vehicle for expanding the reach of the deliverables, but also for augmenting the goodwill of conference organizers.

The preparation and delivery of academic presentations is an industrious enterprise, by no means less demanding in time and resources than setting up and implementing a research project in the context of a planned research paper. Academic presentations often provide a snapshot of broader research streams. Thus, they offer the benefit of a structured access to occasionally heavily researched topics. This is the case with Paul Cobley's short, yet fully informative presentation on codes and coding. Despite the fact that the notion of 'code' constitutes common currency in semiotic practitioners' 'toolboxes', inasmuch as in the wider terrain of cultural studies, and that it has been multifariously conceptualized in the semiotic discipline, over and above seminal typologies offered by the likes of Eco and Prieto, approaches such as Sebeok's biosemiotic one that is presented by Cobley are less well-known outside of the semiotic circuit. In similar terms, Rossolatos' presentation on brand planning with rhetorical semiotics that rests on a pan-rhetorical approach to marketing, offers in a nutshell a more comprehensive outlook as regards the relationship between branding strategies and brand communications than usually encountered in the advertising literature, by considering side-by-side issues of

rhetorical appeals, rhetorical argumentation and rhetorical tropes in the light of criteria for the selection of brand expressive cues against an intended plane of content (as brand benefits and values).

Indubitably, content in an information-driven economy is key, if not 'king'. The question is how this content is shaped and how it is delivered while taking into consideration audience expectations, but also the opportunity to shape expectations based on least trodden innovation paths. With a view to maximizing the quantity of quality content, the Books section aims at providing out readership not simply with a review of new releases, but with entire works or with substantial parts (e.g. chapters). This initiative is not intended to disintermediate book reviews which are endorsed as part of our standard deliverables, but to offer value-added deliverables, as well as to facilitate readers in becoming familiar with occasionally less well-known, yet important works in each stream's literature. It is our intention to also offer books that were written, however never released due to various reasons, ranging from publishing house issues to the abandonment of projects which by no means mitigate the value and integrity of the output.

Of course, these innovations content-wise do not imply that we have abandoned our standard deliverables, such as research papers. In this context, this issue opens with 'The Semiotics of Minority Language Branding: A Study of the Celtic Languages' by John Tredinnick-Rowe. The study that is situated in between branding research and cultural studies, offers a particularly nuanced reading of the cultural capital embedded in alcoholic drinks' labels in terms of signifiers from minority languages. The study is well informed by wider cultural considerations of the scrutinized linguistic minorities in inter-semiotic and inter-textual terms and highlights the commercial opportunities that open up for alcoholic drinks brands produced by linguistic minorities in terms of leveraging their heritage in manners that are appealing to contemporary consumers. Our intention and commitment is to continue working towards the provision of relevant and appealing content, coupled with a diversification of delivery modes and vehicles. At the end of the day, innovation is a stronghold of marketing semiotics.

George Rossolatos

## Table of Contents

### *Papers*

#### **John Tredinnick-Rowe**

The Semiotics of Minority Language Branding: A study of the Celtic languages.....2

### *Books*

#### **George Rossolatos**

Brand Equity Planning with Structuralist Rhetorical Semiotics.....17

### *Presentations*

#### **Paul Cobley**

Codes, coding and interpretation.....20

#### **George Rossolatos**

Brand planning with rhetorical semiotics (Workshop presentation, Queensland Business School April 11 2017).....20

### *Book Reviews*

#### **Dario Martinelli**

*Give Peace a Chant: Popular Music, Politics and Social Protest*. Springer.....22