### **Call for papers**

## **International Journal of Marketing Semiotics**

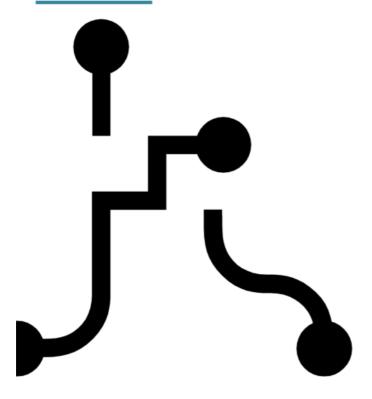
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The **International Journal of Marketing Semiotics & Discourse Studies** invites you to submit your research for publication in the 12<sup>th</sup> rolling annual issue. The journal, established in 2011 and running consistently ever since, is an open-source, double-blind-reviewed academic journal that covers a wide spectrum of interdisciplinary research streams, spanning:

- Conceptual approaches to the 5 P's by drawing on different semiotic (Peircean, structuralist, post-structuralist, sociosemiotics, cultural, textual, visual, multimodal) and discourse analytic (CDA, MDA, CMDA, HDA, psychoanalytic discourse analysis) perspectives.

- Cultural consumer research

- Semiotically informed and discourse analytic methodological frameworks for conducting research into packaging design and competitive packaging analysis, new product development, product/service/retail branding, brand identity development, brand equity, pricing, advertising, IMC development and competitive analysis, consumer behavior (offline and online).

- Comparing and contrasting existing marketing research conceptual and methodological frameworks with semiotic and discourse analytic ones.

- Cross-disciplinary approaches on marketing research issues that combine semiotics and discourse analysis with perspectives from the social sciences and the humanities, such as anthropology, literary studies, psychoanalysis, anthropology, rhetoric, sociology.

# The closing date for submissions to the rolling, all-year-round issue Vol. XII is December 15th 2024

If you are an academic researcher or an agency in the field of marketing semiotics and discourse analysis, and you wish to contribute to the **International Journal of Marketing Semiotics & Discourse Studies**, please send your papers to:

#### ijmsdseditor@gmail.com