

Reading list for the course “Semiotics in Russian and American advertising”

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1. Daniel Chandler, *Semiotics: The Basics*, London: Routledge, 2001.
2. David Crystal. *Language play*. University Of Chicago Press Ed edition. 1998.
3. Chiaro, Delia. *The language of jokes: Analysing verbal play*. New York: Routledge, 1992.
4. Nilsen, Don L. F.; and Alleen Pace Nilsen. *Language play: An introduction to linguistics*. Rowley: Newbury House, 1978.
5. Judith Williamson. *Decoding Advertisements (Ideology and Meaning in Advertising)* London, New-York: Marion Boyars, 2002.
6. Robert Phillipson *Linguistic Imperialism*. Oxford: Oxford University Press, 1992.
7. Sean Hall. *This Means This, This Means That: A User's Guide to Semiotics*. London: Laurence King Publishing, 2007.
8. Chiaro, Delia. *The language of jokes: Analysing verbal play*. New York: Routledge, 1992.
9. Robin Tolmach Lakoff. *The Language War*. Berkeley, Los Angeles, London: University of California Press, 2008.
10. Marcel Danesi, Paul Perron. *Analyzing Cultures: An introduction and handbook*. Bloomington and Indianapolis: Indiana University Press, 1999.
11. Michael Schudson. *Advertising, the Uneasy Persuasion. Its Dubious Impact on American Society*. New-York: Basic Books, Inc., Publishers, 1984.

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12. Gilles Fauconnier, Mark Turner. The way we think: conceptual blending and the mind's hidden complexities. Basic Books, 2003.
13. Stuart Ewen. Captains of Consciousness: Advertising and the Social Roots of the Consumer Culture. New York : McGraw-Hill, 1976.
14. Arthur Asa Berger. Ads, fads, and consumer culture : advertising's impact on American character and society; with illustrations by the author. 3rd ed. Lanham : Rowman & Littlefield Publishers, 2007.
15. Roland Barthes. The semiotic challenge; translated by Richard Howard. New York : Hill and Wang, 1988. – 283 p.
16. Umberto Eco. A theory of semiotics (Advances in Semiotics). Bloomington : Indiana University Press, 1990. – 354 p.
17. Umberto Eco. The Limits of Interpretation (Advances in Semiotics). Bloomington : Indiana University Press, 1994. – 256 p.
18. Joel Sherzer. Speech play and verbal art. Austin : University of Texas Press, 2002. – 186 p.
19. Angela Goddard. The Language of Advertising: Written Texts (Intertext). London; New York: Routledge, 1998. – 134 p.
20. Guy Cook. The Discourse of Advertising (Interface (London, England)). New York, N.Y.: Routledge, 2001. 280 p.
21. Ron Beasley, Marcel Danesi. Persuasive Signs: The Semiotics of Advertising (Approaches to Applied Semiotics, 4). Berlin ; New York : Mouton de Gruyter, 2002. – 193 p.
22. Gillian Dyer. Advertising as Communication (Studies in Communication). London ; New York: Routledge, 1988. – 230 p.

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23. Jackson Lears. *Fables Of Abundance: A Cultural History Of Advertising In America*. [New York]: Basic Books, 1994. – 492 p.
 24. P. Grice. *Studies in the Way of Words*. Cambridge, Mass.: Harvard University Press, 1989. – 394 p.
 25. William Leiss, Stephen Kline, Sut Jhally. *Social Communication in Advertising: Persons, Products and Images of Well-Being - 2nd Edition*. New York: Routledge, 1990. – 426 p.
 26. Marcel Danesi. *Why It Sells: Decoding the Meanings of Brand Names, Logos, Ads, and other marketing and advertising ploys*. Lanham: Rowman & Littlefield, 2008. – 211 p.
 27. Roy Harris. *Language, Saussure and Wittgenstein: How to Play Games with Words (Routledge History of Linguistic Thought)*. London: Routledge, 1988. – 136 p.
 28. *Routledge Companion to Linguistics and Semiotics (Routledge Companions)*/ edited by Paul Copley. London; New York: Routledge, 2001.
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