

Contributors

Mony Almalech is a full-time professor at the New Bulgarian University and guest professor at the Institute for the Bulgarian Language of the Bulgarian Academy of Sciences and at the Higher Evangelical Theological Institute (2004–2009). His scholarly development was influenced by a two-year specialization with Professor Dimitri Segal at the Hebrew University of Jerusalem. He created the first Hebrew-Bulgarian Dictionary. His knowledge of Hebrew has allowed him to analyze the original text of the Bible in comparison with various translations, applying the tools of linguistics and semiotics. The interdisciplinary semiotic analysis of colour is a distinctive feature of a series of publications on colour in folklore, literature, Bible, and advertising. His first monograph, *Semantics and Syntax* (1993), was on Bulgarian grammar, and his most recent publications are *The Biblical Donkey* (2011); *Semiotic Research on Brands: Semiotics of Colour in Advertisement* (2011) and *Archangels in the Bible* (2013).

Karin Boklund-Lagopoulou is Professor of English Literature in the School of English at Aristotle University of Thessaloniki, where she teaches medieval literature and literary theory. Her publications include a monograph, *I Have a Yong Suster: Popular Song and the Middle English Lyric* (2002), and papers on literary theory and medieval literature published in Greek, European and American journals and collective volumes. She frequently collaborates with her husband, co-authoring *Meaning and Geography: the Social Conception of the Region in Northern Greece* (1992) and co-editing the anthology *Semiotics* (2003) with him and Mark Gottdiener.

Maria Chalevelaki studied French at the University of Athens and received her MA and PhD in Linguistics with a specialisation in Semiotics from Université Lyon II. For several years she taught semiology and visual culture in the Department of Graphic Design of the Technological Educational Institute of Athens. During 2010-2011 she held a grant for post-doctoral research on Visual Culture under the supervision of Prof. Marianna Psylla of the School of Communication, Media and Culture of Panteios University, where she lectured at the undergraduate and graduate level. She has also supervised MA theses for the Hellenic Open University. She has presented papers at international conferences in Greece and abroad and has published in scientific journals. Her scientific interests revolve around semiotics, linguistics, visual culture and communication.

Anastasia Christodoulou is Assistant Professor in Semiotics at Aristotle University of Thessaloniki. She is a graduate of the School of Italian Language and Literature (1994), holds a master's degree in Language Didactics (1997) and a doctorate from the Interdepartmental Postgraduate Programme in the Sciences and Technologies of Language and Communication at Aristotle University (2002). Her books and papers and her research interests focus on issues pertaining to semiotic text and image analysis, mainly in the field of education (textbooks, visual literacy, educational law) and in the broader social sphere (advertising, values education, attainable luxury). She has pub-

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Panayiota Chrysochou is postdoctoral researcher in gender studies at the University of Cyprus. She holds an MA from Warwick University and recently completed a doctoral dissertation in Psychoanalysis and Theatre at the University of Edinburgh focusing specifically on trauma theory and how vision functions as traumatic in certain literary texts. She has published articles on mutilative practices and their traumatic inscription on the body, including a paper that appeared online in *Forum, The University of Edinburgh Postgraduate Journal of Culture and the Arts* on J. G. Ballard's modern sci-fi novel *Crash* and whether its (traumatic?) representations of collapsing boundaries between body/image/machine are to be unreservedly celebrated and/or apprehended with caution in a modernist/postmodernist era. Her current research aims to re-examine the effects of technology and vision on the body through a psychoanalytic framework and how trauma functions as an inscribed narrative on bodies in general.

Despina-Alexandra Constantinidou holds a BA and MA on English literature from Aristotle University of Thessaloniki, Greece. Her doctoral thesis, which she defended in 2012, is entitled *Paranoia from Salvador Dali to Jacques Lacan: Psychoanalysis and Culture in the 1930s*. It focuses on the interface between Lacan's early writings and Dali's essays and art within the broader cultural context of the 1930s, as well as on the significance of their interaction for literary theory. Her research interests and publications revolve around the history of psychoanalysis, psychoanalytic theory, semiotics and literary theory in general, and cultural products ranging from Marcel Proust's *Remembrance of Things Past* to surrealist art. She has taught courses on poetry, fiction, and academic writing in the School of English, ATh, Greece, and has worked as an editor and proofreader in various publications, as well as in the ATh website.

Maria Daskalaki studied English Language and Literature at Aristotle university of Thessaloniki and received her MA degree in Cultural Studies from the University of Leeds in September of 2012. She has published "Ideology and the Urban Experience in Alex Proyas' *Dark City*" and lectured on the representation of women in popular culture. Her research interests include Cultural Studies, Psychoanalysis, Film, Gender, Humour, Space, Voice, Post-modernism, Post-structuralism *et alia*.

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Michalis Kokonis is Professor in the School of English, at Aristotle University of Thessaloniki, Greece. His research focuses on issues of narratology in cinema and the novel and on cultural studies. He has published articles, essays and monographs on literary and film theory and criticism, as well as on cultural studies. He is co-editor of *Ψηφιακά Μέσα: Ο πολιτισμός του ήχου και του θεάματος* (*Digital Media: the Culture of Sound and Spectacle*, Kritiki Publications, 2010), to which he has also contributed a chapter on the videogame culture.

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floyd merrell was from 1873 to 2011 Professor of Latin American Literatures and Cultures and Communication Theory (Semiotics) at Purdue University. He also taught during the summer months in São Paulo and Salvador, Brazil (1991-2003). He has written 32 academic books and over 200 articles, including *Semiosis in the Postmodern Age* (1995), *Signs Grow* (1996), *Peirce, Signs, and Meaning* (1997), *Simplicity and Complexity* (1998), *Tasking Textuality* (2000), *Sensing Corporeally* (2003), *Entangling Forms* (2010), *Becoming Culture* (2012), and *Meaning Making* (2013). His years of experience in Latin America left him captivated with the promises and problems of interethnic relations. With a desire to think out his feelings along these lines, after retiring, he decided to try his hand at writing fiction. *Finding Himself* (2013) and *Looking Glass Killer* (2013) are his first two novels of what hopefully will become a trilogy. He is now living in Las Cruces, New Mexico.

George Rossolatos is an academic researcher and marketing practitioner with experience in advertising, marketing research and brand management. He holds a BA (Hons) in Philosophy from the University of Essex, an MSc in Marketing from Manchester Business School and an MBA from Strathclyde Business School, and has conducted research in the field of Brand Equity and Integrated Marketing Communications. He is currently a PhD candidate in the field of Semiotics of Brand Equity. Major publications include *Interactive Advertising: Dynamic Communication in the Information Era*, *Applying Structuralist Semiotics to Brand Image Research*, *Towards a semiotics of brand equity* and the translation of Financial Times Publications' *Mastering Marketing*. His research interests rest with effecting intertextual cross-fertilizations between marketing and semiotics discourses with an applicable managerial orientation, informed by disciplines such as accounting and finance, brand valuation, branding, advertising effectiveness, consumer behavior, phenomenology, deconstruction, psychoanalysis, anthropology, communication theory, cultural studies.

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Rea Walldén is a semiotician and film theorist. She wrote her doctoral thesis on the epistemology of semiotics and deconstruction at Cardiff University under the supervi-

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