

CHRIS ARNING – ACADEMIC CV

QUALIFICATIONS

1993-1996 Chris Arning, BA (Hons), History, University College, London

1997-1998 MA, International Relations; University of Warwick, Coventry

2005 Post Graduate Auditing of Semiotics Courses at University of Toronto

2010 Postgraduate Diploma in Marketing, Chartered Institute of Marketing

2012-2019 Devised and Teaches *Brands and Meaning*, University of Warwick

2017-2019 Editorial Board of *Social Semiotics* (reviewing submitted articles)

[PURSUING A PHD IN PUBLICATION – OPEN TO SUGGESTIONS!]

PUBLISHED ACADEMIC WORK

'Hip-hop: Sub-culture or Superbrand' ESOMAR, 2003

'Sonic Semiotics: The Role of Music in Marketing Communications' ESOMAR, 2006

'Kitsch, irony, consumerism: A semiotic analysis of Diesel advertising 2000–2008' *Semiotica*, 174–1/4 (2009), 21–48, Walter de Gruyter

'Into the realm of Zeroness: Peirce's categories and Vipassana meditation' *Semiotica*, 176–1/4 (2009), 95–115, Walter de Gruyter

'Recordings', *Encyclopedia of Media and Communications*, (University of Toronto; 2013)

'Qualitative Research', *Encyclopedia of Media and Communications*, (UoT; 2013)

'Soft power, ideology and symbolic manipulation in Summer Olympic Games opening ceremonies: a semiotic analysis' *Social Semiotics*, (2013) 23:4, 523-544

'Becoming a commercial semiotician', *Semiotica*, 2016; 213: 345-363; Walter de Gruyter

'What can Semiotics Contribute to Packaging Design?' in Maasik, Sonia & Jack Solomon (ed) *Signs of Life in the USA: Readings on Popular Culture for Writers* (St. Martin's; 2018)

FORTHCOMING PUBLICATIONS

"HOW SONIC SEMIOTICS HELPED RADIOCENTRE AND STRUCK A CHORD WITH ADVERTISERS" in Oswald, Laura *The Semiotic Methods Workbook* (Oxford University Press; 2020)

Semiotics of Brands and Consumer Culture (London: Edward Elgar; 2020)

'Skin Lightening and Semio-Ethics' (*Visual Communication*; 2020)

'Using Semiotics to Upweight Humour in BBC Comedy Commissioning' (IJMR, 2020)

PRESENTATIONS

ESOMAR Venice in 2003, ESOMAR London in 2006

Semiotics Society of America, New Orleans, 2007

'What can Semantic Technology change Market Research?' SemTech in 2010, San Francisco, USA

'How to Become a Commercial Semiotician' Finnish Semiotics Society, Imatra, Finland in 2011,

'Russian Stereotypes and Soft Power' Russian Cultural Institute, 2012,

'Crowdsourced Semiotics using Semantic Technologies' Semiofest, London 2012,

'What can Semiotics Contribute to our Understanding of Iconic Triggers in the Brain? (Part 1)' Semiofest; 2013; Barcelona

'Considerations for the 2020 Olympics logo', GREAT WEEKS JAPAN; British Embassy, Tokyo, Japan, 2013,

'How can semiotics be used in business?' Market Association, Tokyo, Japan, 2014

'What can Semiotics Contribute to our Understanding of Iconic Triggers in the Brain? (Part 2)' Semiofest; 2014, Shanghai

'Visual Semiotics', Primer, School of Communication Arts, London, 2014, 2015

'Leveraging Semiotics for Marketing' IIM Lucknow, Semiotics Seminar, India in 2015,

'Brits Abroad: Art of Cultural Exchange', (alongside IRIS GLOBAL and BMW UK, Ad Week Conference, London, 2015)

RadioCentre, 'Strike a Chord' presentation (alongside PUSH, and Goldsmiths University) at Abbey Road Studios 2015

UKTI, West Coast, US Mission, 'Cultural Codes of Britishness' London, 2015

Market Research Society, Advanced Semiotics Training July 2014, November 2015

'Brand Musical Navigator – A Semiotic Tool for more Strategic Use of Music in Branding', Semiofest, 2016, Tallinn

'Japanese Aesthetics' Lunch and Learn; Space Doctors; May 2016

'Cultural Insight Forum: Britishness and Brexit' (March, 2017)

'S.E.M.I.O.T.I.C.S. Animation: An Experiment in Creative Semiotics' (Semiofest; 2017; Toronto)

'20 Tools to Make Sense of the World Now' APG Noisy Thinking; presented at the Google Building; (April; 2018)

'Cultural Insight Forum: Hip-Hop and Masculinity' (September, 2018)