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Education

- **Ph.D. in Communication** (2003)
Department of Communication & Information, Université Lumière Lyon 2, France
Dissertation: *Analyse des sites Web de marques de luxe — Support publicitaire, marketing et identité des marques* (Analysis of websites of luxury brands – Supporting advertising, marketing and brand identity).
[Thesis link](#)
- **M.A. in Communication** (2000)
Department of Communication & Information, Université Lumière Lyon 2, France
- **M.A. in Linguistics (Semiotics)** (1999)
Department of French Language and Literature, Graduate School, Sogang University, Seoul, Korea
- **B.A. in French Literature** (1997)
Department of French Language and Literature, Duksung Women's University, Seoul, Korea

Academic Positions

- **Associate Professor** (2020–Present)
Department of Culture Contents, College of Humanities, Mokpo National University, Korea
- **Assistant Professor** (2011–2020)
Department of Communication Science, College of Liberal Arts, Konkuk University, Korea
- **Research Professor** (2009–2011)
Institute of Culture Management, Inha University, Korea
- **Assistant Professor** (2004–2009)
Department of Advertising & Public Relations, Silla University, Korea

Current Research Interests

- Brand Communication
- Luxury Branding
- Corporate Branding
- National Branding
- Regional Branding (City Branding)
- Cultural Branding
- Cultural Enterprise Branding
- Transmedia Storytelling
- Fandom Culture & Fandom Branding

Publications (English or French)

1. Jeon, H.-Y. (2025). A semiotic perspective on the consumption values of K-pop fandom: An analysis of Korean fans' practices. SEMIOTICA. Manuscript under review. (A&HCI, SSCI)
2. Jeon, H.-Y., & Cha, S. J. (2025). Planning place-based fashion shows for regional identity promotion in Korea: A semiotic approach to consumption value orientations and the generative trajectories of meaning. Fashion and Textiles. Manuscript under review. (SCIE)
3. Jeon, H.-Y., et al. (2023). A semiotic model of South Korea's cultural industry ecosystem: The K-pop industry. SEMIOTICA, 252, 1–21. (A&HCI, SSCI). <https://doi.org/10.1515/sem-2021-0153>
4. Jeon, H.-Y., & Ye, Z. (2023). Chinese city brands and semiotic image scales: A tourism perspective. Social Semiotics, 33(1), 1–24. (SSCI). <https://doi.org/10.1080/10350330.2020.1769405>
5. Jeon, H.-Y., & Thivant, E. (2019). Les valeurs culturelles des cafés contemporains coréens: Analyse sémiotique des pratiques des consommateurs. SEMIOTICA, 221, 219–238. (A&HCI, SSCI). DOI : 10.1515/sem-2015-0085
6. Jeon, H.-Y., & Song, C.-M. (2018). A semiotic study of regional branding tendencies reflected in the slogans of Korean regions. Social Semiotics, 28(2), 230–256. (SSCI). <https://doi.org/10.1080/10350330.2017.1292628>
7. Jeon, H.-Y., et al. (2017). Tourists' psychological connection to pop culture tourism: A perspective of psychological continuum model. Tourism Review International, 21(1), 31–47. (ESCI). <https://www.ingentaconnect.com/content/cog/tri/2017/00000021/00000001/art00004>

Publications (Korean)

1. Jeon, H.-Y., & Jo, E. Y. (2025). Visual communication strategies of public app icons in the Seoul Metropolitan Government: A visual semiotic analysis. *Journal of Communication Design*. Manuscript under review.
2. Jeon, H.-Y., & Jo, E. J. (2025). A study on figurative identity of characters for transmedia storytelling: Focused on the fashion analysis of the film *Cruella* (2021). *Semiotic Inquiry*, 80, 121–154. <https://www.kci.go.kr/kciportal/ci/sereArticleSearch/ciSereArtiView.kci?sereArticleSearchBean.artId=ART003239156>
3. Jeon, H.-Y., & Jo, E. Y. (2025). A study on regional branding strategies for island regions: Focusing on a visual semiotic analysis of color marketing strategies in Shinan-gun. *Journal of*

Communication Design, 91, 275–294.

<https://www.kci.go.kr/kciportal/ci/sereArticleSearch/ciSereArtiView.kci?sereArticleSearchBean.artiId=ART003197029>

4. Jeon, H.-Y. (2025). A study on the transmedia storytelling strategies of luxury brands: Focusing on the semiotic analysis of Chanel's brand communication strategy. *Semiotic Inquiry*, 79, 163–187.
<https://www.kci.go.kr/kciportal/ci/sereArticleSearch/ciSereArtiView.kci?sereArticleSearchBean.artiId=ART003198935>
5. Jeon, H.-Y., & Cha, S. J. (2024). A study on place marketing strategies in the Jeonnam: Focusing on cultural semiotic typology of place identity and consumption value orientation analysis. *Journal of Honam Studies*, 76, 261–301. <https://kiss.kstudy.com/Detail/Ar?key=4148464>
6. Jeon, H.-Y. (2024). A semiotic study on the emotional relationship between K-POP fans and K-POP culture: Focusing on the consumption values of Korean fans. *Cross Cultural Studies*, 73, 211–236. <https://kiss.kstudy.com/Detail/Ar?key=4132747>
7. Jeon, H.-Y., & Jo, E. Y. (2024). A study on PR communication strategies of island regions: Focusing on visual semiotic analysis of photographs for travel destinations on the culture-tourism homepage for Shinan-gun. *Journal of Communication Design*, 87, 316–330.
<https://kiss.kstudy.com/Detail/Ar?key=4089162>
8. Jeon, H. Y., & Chae, J. S. (2023). A study on food culture brand communication strategies in island regions—Focused on visual semiotic analysis of the regional government online shopping mall BI. *Island Cultures*, 61, 99–142. <https://kiss.kstudy.com/DetailOa/Ar?key=53322336>
9. Jeon, H. Y., & Song, M. J. (2023). A study on Louis Vuitton's brand communication strategy: With a focus on the transmedia storytelling strategy of fashion shows. *Cross Cultural Studies*, 69, 175–205. <https://kiss.kstudy.com/Detail/Ar?key=4031384>
10. Jeon, H. Y., & Lee, M. J. (2023). A study on makeup product advertisement communication strategies of luxury fashion brands using Blackpink—Focusing on plastic semiotic analysis of Chanel, Dior, and Yves Saint Laurent advertisements. *Journal of Communication Design*, 83, 301–320. <https://kiss.kstudy.com/Detail/Ar?key=4015891>
11. Jeon, H. Y., & Chae, J. S. (2023). Semiotic approach to evaluate city brand value—Focused on Gwang-Ju. *Emotion Studies*, 26, 141–187.
<http://www.kci.go.kr/kciportal/ci/sereArticleSearch/ciSereArtiView.kci?sereArticleSearchBean.artiId=ART002934011>
12. Jeon, H. Y., & Oh, J. G. (2023). A study on the plastic semiotic communication strategies of Mexican murals: With a focus on frame analysis. *Cross Cultural Studies*, 68, 219–242.
<http://www.kci.go.kr/kciportal/ci/sereArticleSearch/ciSereArtiView.kci?sereArticleSearchBean.artiId=ART002933478>
13. Jeon, H. Y., & Tcha, J. Y. (2022). Étude d'intertextualité de la communication murale urbaine: Sur le cas de Lyon, France. *Revue de l'Étude de la Culture Française*, 52, 115–147.
<https://kiss.kstudy.com/Detail/Ar?key=3938030>
14. Jeon, H.-Y., & Chae, J. S. (2021). A study on food culture communication strategies of island regions—Focusing on discourses related to special products on the websites of Sinan-gun, Wando-gun, and Jindo-gun. *Journal of Honam Studies*, 70, 349–394.
<https://kiss.kstudy.com/Detail/Ar?key=3927910>
15. Jeon, H.-Y., et al. (2021). A study on the management activity strategy of French museums as a cultural enterprise. *Semiotic Inquiry*, 68, 163–187.
<https://kiss.kstudy.com/Detail/Ar?key=3905784>

16. Jeon, H.-Y., et al. (2021). Semiotic reconstruction of guideline for Korean tourist information boards: Proposition of value-oriented guideline criteria. *Visual Culture*, 38, 223–256.
<http://www.kci.go.kr/kciportal/ci/sereArticleSearch/ciSereArtiView.kci?sereArticleSearchBean.rtiId=ART002728175>
17. Jeon, H.-Y., et al. (2021). A visual semiotics approach to the systematic visualization of tourist information sign guidelines in South Korea—Focusing on tourist information boards. *Journal of Communication Design*, 75, 183–197. <https://kiss.kstudy.com/Detail/Ar?key=3885975>
18. Jeon, H.-Y., & Jo, E. J. (2020). A study on the classification of characters' emotions in the narrative: Focusing on semiotic categorization. *Visual Culture*, 37, 107–156.
<http://www.kci.go.kr/kciportal/ci/sereArticleSearch/ciSereArtiView.kci?sereArticleSearchBean.rtiId=ART002671271>
19. Jeon, H.-Y., et al. (2020). A study on semiotic analysis methodology for deriving the emotional value of big data. *Semiotic Inquiry*, 64, 95–119. <https://kiss.kstudy.com/Detail/Ar?key=3824878>
20. Jeon, H.-Y., & Chae, J. S. (2019). Study on the cultural identity of “markets” as a regional food culture brand—Focused on semiotic analysis of the Gwangju culture and tourism website. *Journal of Honam Studies*, 66, 115–156. <https://kiss.kstudy.com/Detail/Ar?key=3743363>
21. Jeon, H.-Y., & Chae, J. S. (2019). A study on region food culture branding components through PR content analysis: Analysis of the official websites in Korea, China, and Japan, including Jeonju, Chengdu, and Kyoto. *Semiotic Inquiry*, 59, 207–246.
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22. Jeon, H.-Y., & Jo, E. J. (2019). A suggestion of narrative generation basic model for scenario creation: Focused on the function theory of Propp and narrative theory of Greimas. *Human Contents*, 52, 191–222.
<http://www.kci.go.kr/kciportal/ci/sereArticleSearch/ciSereArtiView.kci?sereArticleSearchBean.rtiId=ART002456700>
23. Jeon, H.-Y. (2019). L'étude sur l'image de marque de la culture culinaire française—Mettant l'accent sur l'analyse de l'identité de la marque du chef. *Revue de l'Étude de la Culture Française*, 40, 315–347.
<http://www.kci.go.kr/kciportal/ci/sereArticleSearch/ciSereArtiView.kci?sereArticleSearchBean.rtiId=ART002449710>
24. Jeon, H.-Y., & Lee, M. J. (2018). A study of prestige fashion brands' visual identities on visual semiotic analysis of cosmetic products' packaging—Focused on Yves Saint Laurent and Giorgio Armani. *Journal of Communication Design*, 64, 65–75.
<https://kiss.kstudy.com/Detail/Ar?key=3627394>
25. Jeon, H.-Y., & Zhang, D. (2017). A study on the brand communication strategies of Korean food companies in Chinese market: Focusing on the visual semiotic analysis of sign systems strategies for Orion, Nongshim and Lotte. *Visual Culture*, 31, 167–200.
<http://www.kci.go.kr/kciportal/ci/sereArticleSearch/ciSereArtiView.kci?sereArticleSearchBean.rtiId=ART002308219>
26. Jeon, H.-Y., & Xu, M. (2017). A study on the sensory experiences of bakery café stores: Focusing on the analysis of five-senses marketing communication strategies for Korean and Chinese bakery café brand stores. *Semiotic Inquiry*, 53, 193–206.
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27. Jeon, H.-Y., & Tcha, J. Y. (2017). Une étude sur l'attribution de la valeur de l'artification des marques de luxe françaises: Sur l'analyse de l'artification de la marque, de l'espace et du

produit. *Études de la Culture et des Arts Francophones*, 62, 373–407.
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28. Jeon, H.-Y., & Kang, Y. (2016). A study on MPR activities and strategies of Korean Tourism Organization for Chinese tourists to galvanize the Korean tourism industry: Comparing to MPR activities of KTO for inbound tourists, JNTO and TAT. *Journal of Tourism Studies*, 48, 3–32.
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29. Jeon, H.-Y., & Tan, Y. (2016). Étude sur les activités et stratégies de relations publiques pour des marques de luxe françaises au marché chinois: En comparaison d'Hermès, Giorgio Armani et Louis Vuitton. *Revue de l'Étude de la Culture Française*, 32, 289–330.
<http://www.kci.go.kr/kciportal/ci/sereArticleSearch/ciSereArtiView.kci?sereArticleSearchBean.rtiId=ART002109440>
30. Jeon, H.-Y., & Li, Y. (2015). A study on Chinese consumers' perception for brand identity & brand image of cosmetic brands—Through semiotic analysis of Korean, Chinese and Japanese cosmetic brands. *Semiotic Inquiry*, 44, 255–292.
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31. Jeon, H.-Y. (2015). La perception des valeurs de consommation des marques de mode de luxe françaises par les consommateurs chinois. *Études de la Culture et des Arts Francophones*, 8, 481–514.
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32. Jeon, H.-Y., & Li, Y. (2015). A study on Chinese consumers' preferences of Korean, Chinese and Japanese cosmetic brands. *Journal of Brand Design Association of Korea*, 13(2), 92–111.
<https://kiss.kstudy.com/DetailOa/Ar?key=51600337>
33. Jeon, H.-Y., & Wu, P. (2015). Étude sur la perception des images de consommateurs chinois: Pour quatre grandes marques des montres de luxe. *Revue d'Études Franco-Coréennes*, 72, 5–37.
<http://www.kci.go.kr/kciportal/ci/sereArticleSearch/ciSereArtiView.kci?sereArticleSearchBean.rtiId=ART001990786>
34. Jeon, H.-Y., & Wu, P. (2015). A study for brand identity communication strategies of luxury watch brands in Chinese markets: Through comparative analysis of communication chain strategies of Rolex, Omega, Cartier and Vacheron Constantin. *Semiotic Inquiry*, 42, 283–328.
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35. Jeon, H.-Y., & Ye, Z. (2014). A study for brand value and perception of Chinese regional brand: Through comparative analysis of Hunan Province, Hubei Province and Jiangxi Province. *Semiotic Inquiry*, 40, 281–310.
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36. Jeon, H.-Y., & Ye, Z. (2014). A semiotic study on brand identity communication of Chinese regions: Through comparative analysis of official websites of Hunan Province, Hubei Province and Jiangxi Province. *Human Contents*, 34, 137–163.
<http://www.kci.go.kr/kciportal/ci/sereArticleSearch/ciSereArtiView.kci?sereArticleSearchBean.rtiId=ART001918550>
37. Jeon, H.-Y., & Han, I. H. (2014). A study of local television channels' brand communication strategies in China: Analyzing Cantonese channels in Guangdong. *Journal of Brand Design*

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38. Jeon, H.-Y. (2013). A study of ONLYLYON brand communication strategies: Through semiotic approach for the city brand communication strategies. *Semiotic Inquiry*, 36, 219–256.
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39. Jeon, H.-Y., & Song, K. R. (2012). Exploratory study for cultural management cooperative system of K-pop: Through perception of Chinese urban youths about K-pop. *Human Contents*, 26, 33–71.
<http://www.kci.go.kr/kciportal/ci/sereArticleSearch/ciSereArtiView.kci?sereArticleSearchBean.rtiId=ART001702460>
40. Jeon, H.-Y. (2012). A study of French cultural management system: Through cultural semiotic approach for the Korean cultural management system. *Semiotic Inquiry*, 32, 221–256.
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43. Jeon, H.-Y., & Yoon, S.-H. (2011). The effect of import automobile brand valuation on Korean professionals' brand commitment. *Journal of Brand Design Association of Korea*, 19, 43–60.
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44. Jeon, H.-Y., & Jung, J.-Y. (2010). A study on the public relations communication strategy of Korean regions' cultural identity. *Journal of Brand Design Association of Korea*, 16, 190–205.
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45. Jeon, H.-Y., & Kim, J.-S. (2010). A study of the advertising image strategies for Korean regions' food culture tourism: Visual rhetoric analysis on the posters of regional food culture festivals. *Journal of Korean Society of Design Culture*, 16(3), 500–515.
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50. Jeon, H.-Y. (2010). Étude des stratégies de “chaîne de communication” de l’identité de Louis Vuitton. *Revue d’Études Françaises*, 69, 287–310.
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55. Jeon, H.-Y. (2008). Étude des stratégies de “marketing culturel” de marques de luxe françaises, italiennes, anglaises. *Revue d’Études Franco-Coréennes*, 44, 267–300.
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65. Jeon, H.-Y. (2004). A phenomenological and semiotic approach to the image of the luxury brand on the sound marketing of website. *The Korean Journal of Advertising and Public Relations*, 6(3), 128–168.
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66. Jeon, H.-Y. (2004). Analyse de marketing international des sites Web de marques de luxe: Par l’étude de l’adaptation de la stratégie marketing de Lancôme. *Revue d’Études Franco-Coréennes*, 29, 443–478.
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Communications in International Colloquia

- **12th Conference of the International Association for Visual Semiotics (IAVS)**, *A Semiotic Study on the Sensory Experience of Korean Bakery Cafés*, Lund, Sweden, 2019.
- **Congrès de l'Association Française de Sémiotique (AFS)**, *La médiation du K-pop qui interpelle le public international vis-à-vis de la culture coréenne*, Luxembourg, Luxembourg, 2015.
- **Congrès de l'Association Française de Sémiotique (AFS)**, *Étude comparative franco-coréenne sur l'évolution des valeurs culturelles des cafés anciens et contemporains. Analyse sémiotique des communications avec les consommateurs et des images*, Liège, Belgium, 2013.
- **9th Conference of the International Association for Visual Semiotics (IAVS)**, *A Study of City Branding through Semiotic Analysis of the Advertising Posters for Korean Cities' Food Festivals*, Venice, Italy, 2010.
- **10th World Congress of the International Association for Semiotic Studies (IASS/AIS)**, *A comparative study of branding cities through semiotic analyses of the official websites of Seoul, Tokyo and Beijing*, La Coruña, Spain, 2009.

Projects — Research Grants & Contracts

- **2021–2024 · PI** — *A Cultural Semiotic Study on Fandom Culture Branding Strategy for the Vitalization of the K-POP Fan Community*. National Research Foundation of Korea.
- **2020 · PR** — *Semiotic Analysis Project for Space / Activity / Product*. LG Electronics.
- **2017–2020 · PI** — *A Cultural Semiotic Study of Culture Branding: A Comparative Approach to Food-Culture Branding in France, Mexico, the Mediterranean, and Korea*. National Research Foundation of Korea.
- **2016–2022 · PR** National project on content creation technologies using artificial intelligence and the training of specialized researchers (Inha University – Ministry of ICT, Korea).
- **2009–2011 · PI** — *Brain Korea 21 (BK21): Developing Human Resources for Cultural Entrepreneurship Consultation*. National Research Foundation of Korea.
- **2010 · PR** — *Songdo Performing Arts Cluster Implementation*. SACC Corp.
- **2009 · PR** — *Developing Storytelling Tools through Format Supports*. Korea Creative Content Agency.
- **2008–2009 · PR** — *Invigorating Cultural Facilities and Civic Squares*. Alpha Dome City Co., Ltd.
- **2009–2011 · PR** — *New Vision Project for Historic & Cultural Resources in Southwestern Korea*. Institute of Honam Studies.
- **2006–2007 · PI** — *An Interdisciplinary Exploration toward Region Branding in Korea*. National Research Foundation of Korea.
- **2006–2007 · PR** — *An Interdisciplinary Study of Five European Countries on Brand Assets and the Shaping of National Images for Korea*. National Research Foundation of Korea.
- **2005 · RD** — *Past Achievements and Future Development of Cable TV with an Emphasis on Channel Brand-Equity Management Strategies*. Korea Cable Television & Telecommunications Association.
- **2004 · PR** — *Global Brand Strategy Building Project*. LG Electronics.

Professional Affiliations

International

- International Association for Semiotic Studies (IASS)
- International Association for Visual Semiotics (IAVS / AISV)

France

- Association Française de Sémiotique (AFS)

Korea

- Association d'Études de la Culture et des Arts Français
- Communication Design Association of Korea
- Korea Advertising Society
- Korea Communication Association
- Korean Academic Association of Global Cultural Contents
- Korean Association for Advertising and Public Relations
- Korean Association for Semiotic Studies
- Korean Association of Humanities Contents
- Korean Consumption Culture Association
- Korean Marketing Association
- Korean Society of Design Culture
- Société d'Études Franco-Coréennes