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Gianfranco Marrone is a full time Professor of Semiotics in the Department of Cultures & Society at the University of Palermo, Italy. He teaches Semiotics of Food at the University of Pollenzo, and Semiotics at IULM (Milan). He has also lectured in many other universities such as Bologna and Milan (Italy), Limoges (France), São Paulo (Brazil), Bogotá (Colombia), Meknès (Maroc), and Jyväskylä (Finland). His research interests include mass-media studies, aesthetics as well as literary theory from a semiotic perspective. His research in the field of semio-aesthetics primarily deals with the nexus between signification/perception. His most recent work has made an innovative contribution to the field of socio-semiotics applied to food, brand, cities, journalism, space, politics, advertisement, fashion, and TV.

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