


1  **DIGITAL MEDIA**

Part I

the art of persuasion

2  **WRITINGS ON THE WALL**3 4 5  **So let's take
ADVERTISING**

as an example of the art of persuasion

6 7 

Purpose of advertising:

- To influence people to act ...
- ... based on an induced opinion...
- ... formulated by the campaign.
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It's about communication

It's about using language...

... to motivate.

(text, imagery, sound)

8  **EFFECTIVE
MESSAGING**9  **EMOTIONS**

are always involved.

10 11 12  **So how do you go from pictures to emotions?**13  **SEMIOTICS**

It has to do with the meaning of what you see.

14  **DOG**15  **CONNOTATION**is the 2nd level of meaning

developed by the community.

It represents more the

inherent qualities of the thing described

& it acts as a supplement to that meaning.

16 17  **CONNOTATION**

is key to emotional responses because it has embedded social values.

18 19  **HUMOR**

comes


from

knowing that **CONNOTATIVE** social meaning

and then

subverting

it in a non-serious manner

20  **CRASH TEST – Renault**
(When nationalism has a funny fresh face)

21  **SUMMARY**

MEDIA
extends our limitations in reach and longevity.
BRAIN
organizes our information in order to make sense.
ADVERTISING
is about influencing people with your ideas.
PERSUASION
has to do with associating emotions with those ideas
CONNOTATION
gives values from contextualization.
EMOTION
appears when those contextualized values have personal impact.

COMEDY
is an example.

22  **DIGITAL MEDIA**
Part II

the science of persuasion


23 


24  **viral**

25  **Propagation**

and now, instead of you going to ... them...
they sort of.... come to you.

26 

27  **example of**
the world
at your finger tips
VeohTV

28  **IPTV**
CLOUD COMPUTING
DIGITAL ARAHANT
ENJOYMENT
WITHOUT TANGIBLE OWNERSHIP

29 

30 

Domain specific attributes:
Power of the media
Perception involving imageries
Tool of persuasion
Media as platform

Generic teaching and learning attributes:

Observation and analytical skills
Contextualization and interpretation.

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Recommended reading material:

A TECHNIQUE FOR PRODUCING IDEAS – by James Webb Young - published by McGraw-Hill
Company"

LATERAL THINKING - by Edward De Bono published by Perennial Library.

"MEDIAWEEK" – a magazine for trends and markets.

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