

Rapport final de la première phase 19-21

Programme global : P-8 « Renforcement des digital skills dans l'enseignement »

Nom du projet : Multimodal Rhetoric of Advertising: Digitalization and the Advertising Creative Process

Responsable du projet : Prof. Andrea Rocci

Haute école / Institution :

Università della Svizzera italiana

Adresse via Giuseppe Buffi 13 – 6900 Lugano

Téléphone +41 58 666 4625

E-Mail andrea.rocci@usi.ch

Date 17.11.2021

Signature du / de la responsable du (sous-)projet:

A handwritten signature in blue ink that reads "Andrea Rocci".

Synthèse du projet

The project corresponds to the course Multimodal rhetoric which is addressed to Master students. The course's objective is to make students acquire critical skills in both the making and analysis of persuasive communication (ex. advertising, crowdfunding, pitches) that convey its message exploiting an interaction between semiotic resources (ex. text and image) and exploiting digital media. Sometimes digital media are employed and reflected upon in contrast to traditional media.

During the course that run in the Fall semester 2020 students were engaged with analyzing digital advertising campaigns and digital crowdfunding campaigns through the software Multimodal Analysis Video. Students benefited from a presentation of the software by Kay O'Halloran, who was head of the Multimodal Lab which produced the software in Singapore. Kay O'Halloran was also available to give support to students while they were working on the analyses of digital campaigns. The Multimodal Analysis Video software intuitively guides users through a step by step analysis of the components of a video and enables users to compare the different combinations of semiotic components between videos. Audiovisuals are per se complex integrations of semiotic means thus a software that 'forces' analysts to look deeper into certain semiotic components and to reflect upon the reasons why those components were chosen provides an insightful support and enhancement for the analysis.

Students taking part in the Multimodal rhetoric course in 2020 were also engaged with designing digital advertising campaigns and digital crowdfunding campaigns. The very intuitive and easy-to-use software The Plot proved to be useful for structuring the design of these types of audiovisuals. In the design process, students benefited also from the expertise of copywriter Dr. Laura Bonelli and visual designer Dr. Elisa Angella who presented students many examples of how digital brought more opportunities to advertising by providing new formats, making it cheaper and making it easy to measure and customize. The two advertising professionals confirmed that the practice of designing and producing digital multimodal advertising takes rhetorical steps: copywriter and art directors or visual designer need to consider the final intent to be achieved (*officium*), the features of the audience and the constraints and opportunities that a digital medium provides. Indeed, digital media constrain advertising in terms of, for example, pixels, vertical layout because of top-to-bottom reading, need for flat and resolution-friendly visual design; these also open to a whole range of new genres in which people can interact with each other and with brands and in which brands can personalize their messages according to the audience.

Students taking part in Multimodal rhetoric in Fall semester 2021 are working on the analysis and design of pitches, crowdfunding videos and Instagram stories employing the two softwares mentioned above. They will also be working on proposing an analytical layer on the rhetorical appeal of logos to be included in the Multimodal Analysis Video software. This year students worked on two versions of a pitch for a start-up project - one with digital support and one without any digital support - in order to reflect upon the presence or absence of digital means, their affordances and constraints.