WELCOME to our Open Elective Class, July 2025

Dr. Arun Kumar Poonia

VIBE (Visuals, Ideology, Bias, Expression)
Decoding Texts in a Multimodal World

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- Visuals
- Ideology
- Bias
- Expression
- Text
- Discourse
- Modality
- Multimodality
- Representation/Framing
- Power (In/behind)

PLAYFAIR DISPLAY
SERIF
Montserrat
SANS SERIF
Serifs
SANS SERIF

Visuals

Ideology

Bias

Text

Discourse

Modality

Multimodality

Representation/
Framing

Power (in/behind)

Visuals

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How are computers learning modalities of communication?

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- Computers are learning to understand and generate different modalities of communication.
- How? Through advancements in Artificial Intelligence (AI), particularly in areas like Natural Language Processing (NLP) and computer vision.
- Training algorithms on vast datasets of text, images, audio, and video to recognize patterns and **relationships within these modalities**.
- Enabling them to perform tasks like language translation, image recognition, and even generating creative content like text or music.

VIBE CHECK 1

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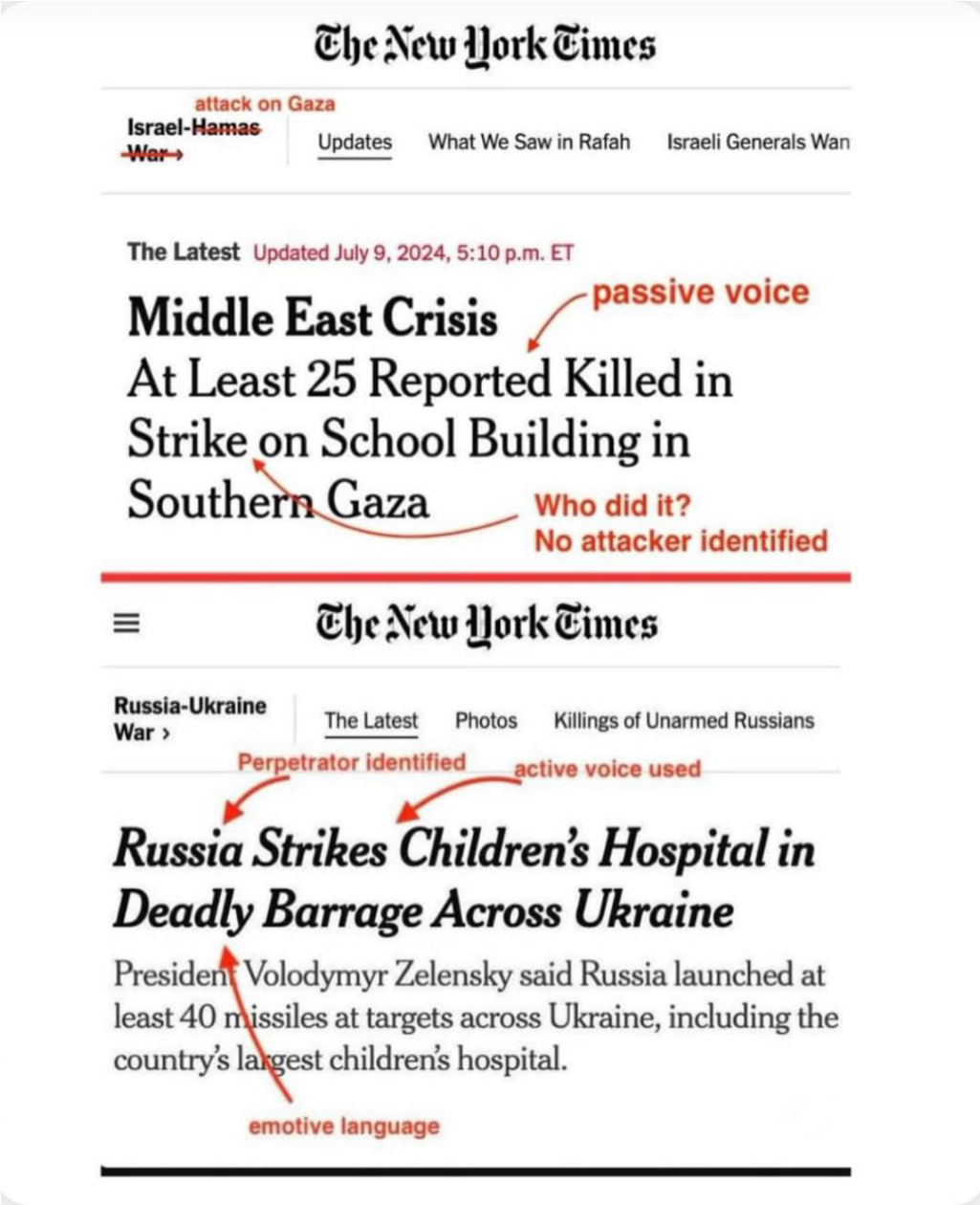
Use or Abuse?

- **Headline 1**: At least 25 reported killed in strike on school building in Southern Gaza

- **Headline 2**: Russia strikes children's hospital in deadly barrage across Ukraine

Any guess, which newspaper is this?



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Brand/Ad Campaign	Year	Highlights	Why Memorable
Fevicol – Unbreakable Bond	2002	Overloaded bus visual	Humor + strong metaphor → instant recall
Surf Excel – Daag Achhe Hain	2005	Kids getting dirty for kindness	Emotional storytelling reframing product value
Happydent – Palace Lights	2007	Teeth lighting up a palace	Visual wit & originality
Tata Tea – Jaago Re	2008	Civic awakening campaign	From ad to social action movement
Tata Sky – Writing the Future	~2010s	Letter to daughter metaphor	Emotional bond; relatable narrative
Fevikwik – Jodo, Not Todo	2000s	Inter-country goodwill gesture	Cross-border symbolism + emotional impact
Nestlé/Fortune/Indian Oil	2021	Trust-building long-copy formats	Addressed controversies head-on
Truecaller – #ItsNotOk	2021	Protection against harassment	Bold, socially relevant print messaging