



**WELCOME to our Open  
Elective Class, July 2025**



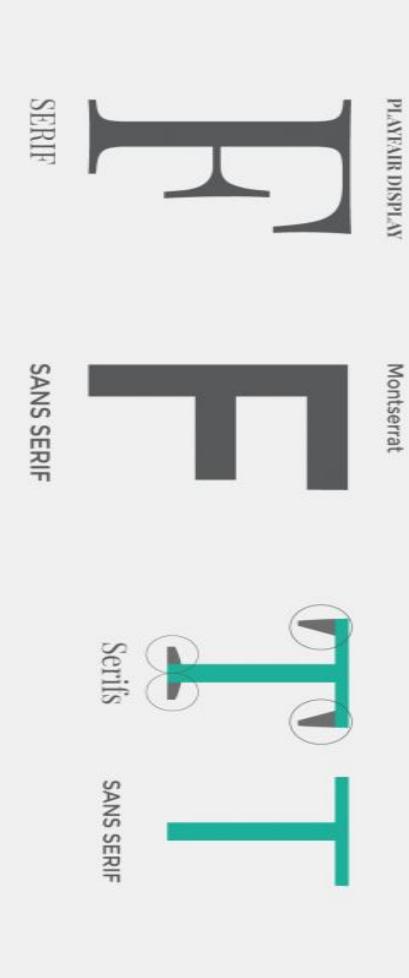
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# VIBE (Visuals, Ideology, Bias, Expression)

## Decoding Texts in a Multimodal World

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



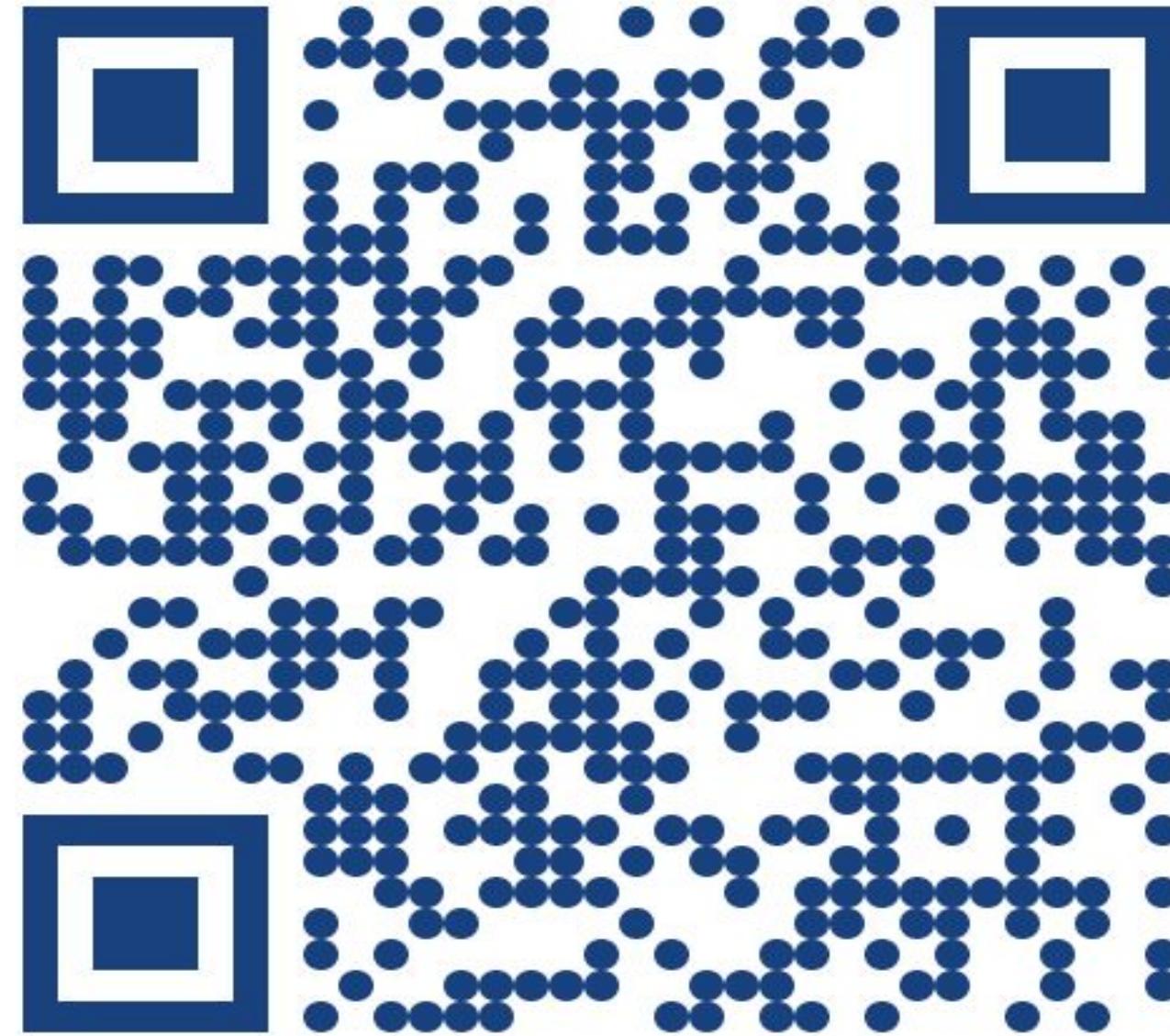
|                            |              |
|----------------------------|--------------|
| Visuals                    | Ideology     |
| Ideology                   | Bias         |
| Bias                       | Expression   |
| Text                       | Text         |
| Discourse                  | Discourse    |
| Modality                   | Modality     |
| Multimodality              | Multimodlity |
| Representation/<br>Framing |              |
| Power (in/behind)          |              |
| Representation/Fram ing    |              |
| Power (in/behind)          |              |



# How are computers learning modalities of communication?

- 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



# 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?

attack on Gaza  
Israel-Hamas War > Updates What We Saw in Rafah Israeli Generals Wan

The Latest Updated July 9, 2024, 5:10 p.m. ET

## Middle East Crisis

At Least 25 Reported Killed in Strike on School Building in Southern Gaza

passive voice  
Who did it?  
No attacker identified

≡ The New York Times

Russia-Ukraine War > The Latest Photos Killings of Unarmed Russians

## Russia Strikes Children's Hospital in Deadly Barrage Across Ukraine

President Volodymyr Zelensky said Russia launched at least 40 missiles at targets across Ukraine, including the country's largest children's hospital.

emotive language

≡ Home UK World Business Politics

## Five killed by Russian strike in central Ukraine

≡ Home UK World Business Politics

## Air strike on Gaza school kills at least 16 people

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