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Web Development II

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Topic Proposal: The Power of Semiotics in Advertising

The topic I chose for my final project is the power of semiotics within advertising. As an advertising major with a minor in social media and digital strategy, I've often encountered discussions about the perceived negatives of advertising. Many people, including those within Columbia, have expressed skepticism, suggesting that I'm "giving into capitalism" by choosing this career path. While I respect these viewpoints, I believe there's an opportunity to illuminate the nuanced complexities of advertising. Behind every campaign, every advertisement, and every hashtag lies an array of creativity and intention. I've studied a lot about semiotics and have loved everything that I've learned. For my final project, I aim to demonstrate how semiotic vehicles are utilized in popular advertising campaigns, showcasing the very depth and significance that make up the essence of those moments where consumers connect with advertising campaigns and why.

In today's digital era, where every click and scroll opens up possibilities for interaction, the field of advertising has evolved into a refined art form. The relevance of semiotics in advertising is important in today's marketing and web development landscape. Semiotics provides a framework for understanding the cultural messages conveyed through symbols, colors, and visuals, empowering advertisers to communicate effectively with their target audience.

With the rise of media and online platforms, consumers are constantly exposed to advertising messages. Semiotics offers advertisers an advantage by helping them create

campaigns that stand out amidst the clutter, resonating with audiences to build brand loyalty and to foster engagement. Further exploring the field of semiotics allows me to deepen my understanding of how design choices impact consumers' perceptions and interactions with campaigns, ultimately enhancing their effectiveness.

For my interviews, I would look at interviewing a marketing/advertising specialist. I feel that speaking with an expert in the field would offer valuable insights into how semiotics vehicles are strategically applied in advertising campaigns. They can share knowledge on identifying target audiences, interpreting consumer behavior, and using cues to specific reactions. Their perspective can help me show how semiotics can align with marketing goals and can influence campaign outcomes.

I would also like to interview a regular consumer who often consumes advertising. This may seem like a very broad spectrum of who I could choose to interview. But I think it would be very beneficial to get the perspective and point of view of how advertisements impact the average consumer. Of course, I can't choose a specific person I know in my life at the moment, because in order for the interview results to be accurate, it would have to be at random and not anyone who is tied to the marketing/advertising industry. I feel that this interview could help give an outsider's perspective on how advertising makes people feel and act.

Another person I'm considering interviewing for this project is a consumer behavior expert or psychologist. Consulting with a consumer behavior expert or psychologist can offer me further insights and explanations into the psychological processes that impact consumers' choices. By illuminating the aspects of semiotics, I can better understand how symbols and signs evoke responses and perceptions. Insights from an expert in consumer behavior or just in human behavior, in general, can provide guidance for creating user designs that connect with

target audiences on a subconscious level, ultimately improving the effectiveness of advertising campaigns.

By further exploring the power of semiotics in advertising, I'm hoping to gain an in-depth understanding of principles and their practical application in advertising between now and the end of this semester. This entails identifying signs, understanding their cultural and contextual implications, and recognizing how they impact consumer decision-making. I'm also hoping to translate knowledge into skills by incorporating semiotic concepts into my web design projects and advertising campaigns. This involves evaluating design decisions, experimenting with semiotic vehicles, and assessing their influence on user interaction and brand perception. My overall objective is to expand my design toolkit, explore elements, and utilize semiotic principles to craft creative and engaging user experiences.

Overall, exploring the hidden meanings behind signs and symbols allows creators to craft campaigns that connect with their audience. I aim to learn more about semiotics and its role in advertising through discussions with marketing and consumer/human behavior professionals. By the end of this semester, my goal is to gain knowledge and abilities that will improve my skills as an advertiser.