

Script for Corpovision

(0:00) Hello, it is me, famous businessman Donald Trump. (0:02) Just joking, it's me, Fred Pipkin from the Creative Computing Institute. (0:06) But wouldn't that be something? (0:07) Welcome to Corporavision, the cutting-edge platform where corporate jargon gets sliced (0:11) ice and deep-fried into surreal nonsense.

(0:13) This isn't e-branding for the post-capitalist age. (0:16) We scrape the about-us pages of the world's richest companies, and we mix them into a (0:21) machine that speaks in pure corporate hallucination. (0:23) If it sounds like it means something, it probably doesn't.

(0:25) So sit back, relax, and let the voice of capital melt into noise. (0:30) Let's make branding weird again. (0:57) Now let's talk about the code behind Corporavision, (1:00) because even chaos needs structure.

(1:03) The back-end is written in Python. (1:05) We start with a list of top global corporations, the Forbes elite. (1:09) For each company, we use SERP API to find the official website.

(1:13) Then we attempt to locate the about-us page by checking common paths like (1:18) slash-about, slash-about-us, and slash-company-slash-about. (1:22) Once we have the correct URL, we use Trafalatura, a lightweight content extractor, (1:28) to pull out the main page text. (1:30) No ads, no navigation, just the raw corporate ego laid bare.

(1:35) From there, we tokenise the text and analyse it using TextBlob for (1:39) sentiment and TextStat for readability. (1:42) We also extract the top keywords with a frequency counter. (1:46) It's like linguistic dissection, scalpel in hand. (1:48) Finally, we output everything, including the clean text and analysis, (1:54) into a single JSON file, ready to be used on the front-end. (1:58) No tracking, no user data, just a beautiful pile of weaponised marketing language. (2:07) In the end, Corporavision isn't just a tool.

(2:11) It's a mirror. (2:12) A mirror held up to the smooth, frictionless face of corporate identity, (2:16) stretched, fragmented, and algorithmically reassembled into something. (2:20) Honest in its absurdity.

(2:23) This project asks, what happens when you strip away the context, (2:26) the branding, the mission statements, and leave only the syntax of capitalism?

(2:30) You get language that sells itself. (2:33) To itself. (2:35) On repeat.

(2:36) Forever. (2:38) So thank you for watching. (2:40) Please like, subscribe,

and pivot to innovation, or don't.

(2:44) Because in the age of automated branding, meaning is optional.