



Vision and Perspective

Project Phase 1: Finding the Insights

Abstract

As I'm exploring cognitive aspect of our vision and how we perceive vision in presence of different elements. This paper will focus on various ways we explore sight & expectation in order to develop a powerful message. In order to do so Semiotics will provide a crucial role by illustrating the relation of the visual & its meaning. In addition, to prove the presence of semiotic element, I'll be also explore stroop effect. Therefore, I'll go through different literature on Semiotics and Stroop effect which will help me make more meaningful & interesting message to audience.

Lit-Review

After reviewing the artifacts in my corpus, realized that I'm interested more in visual cognition and expectation. So, I'll be exploring how sight & expectation play a crucial role in order to develop a powerful message to audience. Now, I'll be presenting my corpus which relates to this sight, expectation & semiotics.



Fig 1: This artifact provides close connection with semiotics through using strings (pulled by people) which is a symbol of puppet show along with the word “show”. This artifact shares the message effectively again by specifically captioning “Support animal-free circuses”.



Fig 2: This artifact use implied text to share the contradiction of being friendly from outside while harmful underneath. This artifact shares the message effectively through implied text and the signified scissor as "harmful" or "hypocrisy" rather than signifier "cutting". The contradiction of expectation from above the water (smiling) with underneath the water (hypocrisy) is what makes the message effective.

Either this is
a Man's Face..



...or I am a
LIAR!

Fig 3: This is an interesting artifact where it shows the relationship between visual & text. The text persuades the audience to see what the artist wants. First, it assigns the audience to see a man and later on persuades them to see the word "Liar". This artifact shows how the expectation of audience can play a crucial role in sharing a powerful message.

As part of Reflection 1, the overarching perspective that drives my work is the visual cognition concerning how we engage with artifacts through semiotics & expectation. So, my reading are basically on semiology as it shows the relation between the signifier and signified making it effective for the audience to understand. It also includes Stroop effect and how the contradiction between signifier and signified makes it harder but interesting for the audience to understand.

The Literature that I'll be working on are given below with their description and how it helps to understand my question and corpus better.

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Semiotics and the social analysis of material things

It focuses on the concepts of iconicity and indexicality, paying particular attention to their roles in mediating contingency and causality, and to their relation with possible actions. Because iconicity and indexicality themselves ‘assert nothing’, their various social turn on their mediation by ‘Thirdness’.

This text will help me provide better insight about the categories of sign: icon & index on the basis of thirdness which provides social & mental relationship between the visual & its meaning. As a result, this text will help me create effective social message to audience.

Consumer Research & Semiotics:

The importance of signs and symbols has been widely recognized, but only a handful of consumer researchers have developed theory and research programs based on semiotics, the doctrine of signs. The article outlines the emergence and principal perspectives of semiotics and then discusses its application and implications for consumer research.

This study will provide more insight on the connection of sign, object and interpretant. It also discusses about the contributing factors of advertisement.

Half a Century of Research on the Stroop Effect:

The literature on interference in the Stroop Color-Word Task, covering over 50 years and some 400 studies, is organized and reviewed. In so doing, a set of 18 reliable empirical findings is isolated that must be captured by any successful theory of the Stroop effect. Existing theoretical positions are summarized and evaluated in view of this critical evidence and the 2

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major candidate theories--relative speed of processing and automaticity of reading--are found to be wanting. It is concluded that recent theories placing the explanatory weight on parallel processing of the irrelevant and the relevant dimensions are likely to be more successful than are earlier theories attempting to locate a single bottleneck in attention.

This text will help me summarize all the findings from the tests that based on Stroop effect.

Context effects in stroop-like word and picture processing

Recreating the stroop effect in color-color, picture-picture and word-word stimuli instead of the usual modally mixed color-word. The stroop inhibition was preserved with these stimuli but unexpectedly showed a semantic gradient only in the naming and not in the reading task. Word categorizing was slower and more interference prone than picture categorizing. These and other results can be captured by a model with two main assumptions: (a) semantic memory and the lexicon are separate, and (b) words have privileged access to the lexicon, whereas pictures and colors have privileged access to the semantic network.

This study will help me implement stroop effect picture-text scenario and how the effect plays an interesting role while sharing information.

Why are pictures easier to recall than words?

Pictures of objects were recalled significantly better than their names on the first two of four free recall trials. Recall for the two modes did not differ in intertrial organization but striking differences occurred as a function of input serial order. Picture superiority occurred for

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terminal input items on Trial 1, and both terminal and early items on Trial 2. The findings are discussed in terms of verbal and nonverbal (concrete) memory codes

This study will help me with the use of text vs visual while spreading a message and how the collaboration of them in different situations & emotions will play great role.

Advertising promotion and other aspects of integrated marketing communications

According to dual coding theory, pictures are represented in memory as well as visual form whereas words are less likely to have visual representations. In other words, pictures and visuals are better remembered because pictures are especially able to elicit mental images.

Research has shown that information about product attributes is better recalled when the information is accompanied with pictures than when presented only as purpose. The value of pictures is especially important when verbal information is itself low in imagery.

The dual coding theory will help me with the use of text vs visual in an artifact to develop a powerful message to audience.

Apart from all these readings, I'll also be using **Chap 6: Semiology of Visual methodologies** (Rose G, 2007) to illustrate the importance of semiotics in advertisement & Visible signs (Crow D, 2010) on signs & its categorization. In the end, I'll be taking a survey on how effective they find a normal message is compared to the message I develop after my research.

References

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