



This is a Violation of Expectations

Violation of expectation refers to two objects that don't seem to go together until they're put together, but the audience has to slow down their processing speed to make sense of them. Analyzing this effect is difficult. First I tried a basic semiotic analysis to help me explain this effect.

Applying Basic Semiotics

The study of signs and symbols and their use and interpretation



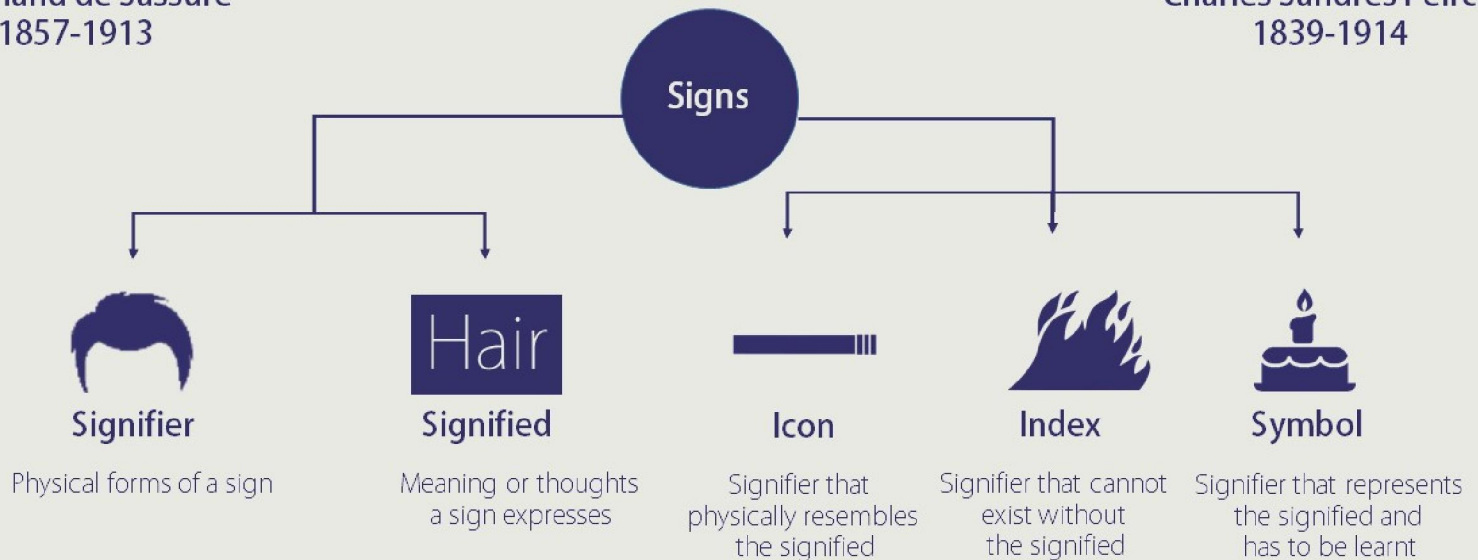
Saussure, a French linguist was one of the first to develop semiotic theory. He focused on signifier and signified

Ferdinand de Saussure
1857-1913

Peirce, an American philosopher also developed semiotic theory. But he focused on relationship among icon, index and symbol.

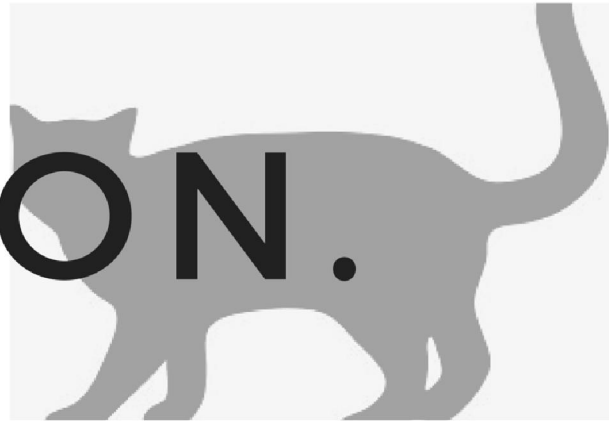


Charles Sandres Peirce
1839-1914



A SIGNIFIER THAT
PHYSICALLY RESEMBLES
THE SIGNIFIED

ICON.



SIGN

A SUCCESSFUL, UNDERSTANDABLE
FORM OF COMMUNICATION

INDEX.

SIGNS WHERE THE
SIGNIFIER IS CAUSED BY
THE SIGNIFIED



SYMBOL.

A SIGNIFIER THAT
REPRESENTS THE
SIGNIFIED AND HAS TO BE
LEARNED



Basic Semiotic Analysis using Icon, Index & Symbol

Icon: White hair
Index: Aged person



Icon: Cigarette
Index: Smoking



Icon: Candle
Symbol: Birthday



Icon: 42
Symbol: 42 years old



We can see a research gap here as the two information 'aged person' & '42 years old' doesn't seem to go together. Nor Does 'birthday' makes sense with 'smoking'. This both gap creates a violation of expectation

Aged person+42 years old

=GAP

Birthday+Smoking

=GAP

But now how can we fill the gap?

Can Stroop effect fill the gap?

Stroop Effect

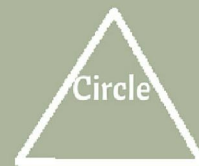
————— What is it? —————

A demonstration of the phenomenon that the brain's reaction time slows down while dealing with information that conflicts

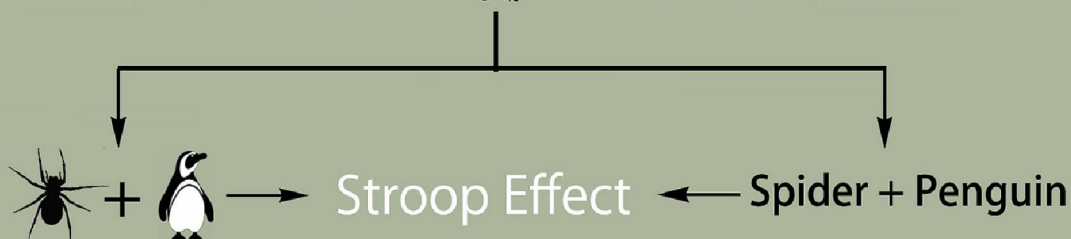
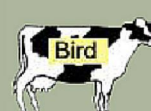
Text-Color Stroop Effect

BLUE **GREEN** **RED** **YELLOW**

Text-Shape Stroop Effect



Text-Picture Stroop Effect



Adding Stroop Effect to Basic Semiotic Analysis



As we did not expect Penguin to be paired with Spider, similarly we do not expect the index of age we to be paired with the symbol of a younger person's birthday here.

Nor do we expect smoking to be paired with a birthday candle.



Basic semiotic analysis failed to explain violation of expectation. But by synthesizing variation on the Stroop effect, now it has a clear rationale.

References

- Rose, G. (2012). *Visual methodologies: An introduction to researching with visual materials*. Sage.
- McMahon, M. "What is Stroop effect" ?
<http://www.wisegEEK.org/what-is-the-stroop-effect.htm>.
Retrieved November 13, 2015.
- MacLeod, C. M. (1991). Half a century of research on the Stroop effect: an integrative review. *Psychological bulletin*, 109(2), 163.
- Crow, D. (2010). *Visible signs: an introduction to semiotics in the visual arts*. Ava Publishing.
- Help taken from the Course Instructor
- Ideas for poster 3 & 5 have been browsed through internet and modified.

SMOKING CAUSES PREMATURE AGEING

Lose the smoke, keep the fire this World No Tobacco Day, 31st May

