

ADVERTISING, LANGUAGE, AND MEANING

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OVERVIEW

"You can tell the ideals of a nation by its advertisements." –Norman Douglas

The language used in advertising messages both reflects and shapes our cultural values and our understanding of the world. I am interested in exploring the nature of this language, how it is used, what it means, and how that meaning is created or interpreted.

I intend to explore these ideas by collecting language and imagery used in ads and remixing it. I have chosen this approach because, through recontextualization, the words and phrases lose their "naturalness" or inevitability, and one can begin to examine how advertising uses language to create or manipulate meaning.

I specifically want to remix media using an algorithmic or rule-based process because I want to use the language to comment on itself, rather than inserting my own voice or commentary to construct new messages. I want to explore the kind of self-reflection the language itself creates within a given set of rules.

ADVERTISING, LANGUAGE, AND MEANING

DESIGN QUESTIONS:

How is the language of advertising constructed?

What is the meaning of the words used to sell products?

How is this meaning constructed?

How does the juxtaposition of text and image (or audio and video) construct or change meaning?

What is the relationship between the visual/textual language of advertising and people's lived reality? Is there a disconnect between the two and how can that be illustrated?

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METHODOLOGY

A series or suite of programs that algorithmically remix advertising language and images in order to explore the use of language from different angles.

PRESENTATION

To be presented through multiple channels, including gallery environment, projections in public space, and non-digital presentations in public space (such as stickers or posters).

ADVERTISING, LANGUAGE, AND MEANING

ITERATION #1: A FEW WORDS FROM OUR SPONSORS

Better language analysis and parsing, improved design, and multiple image exploration.

related image from ads

Generated slogan

related image from Flickr

Generated slogan

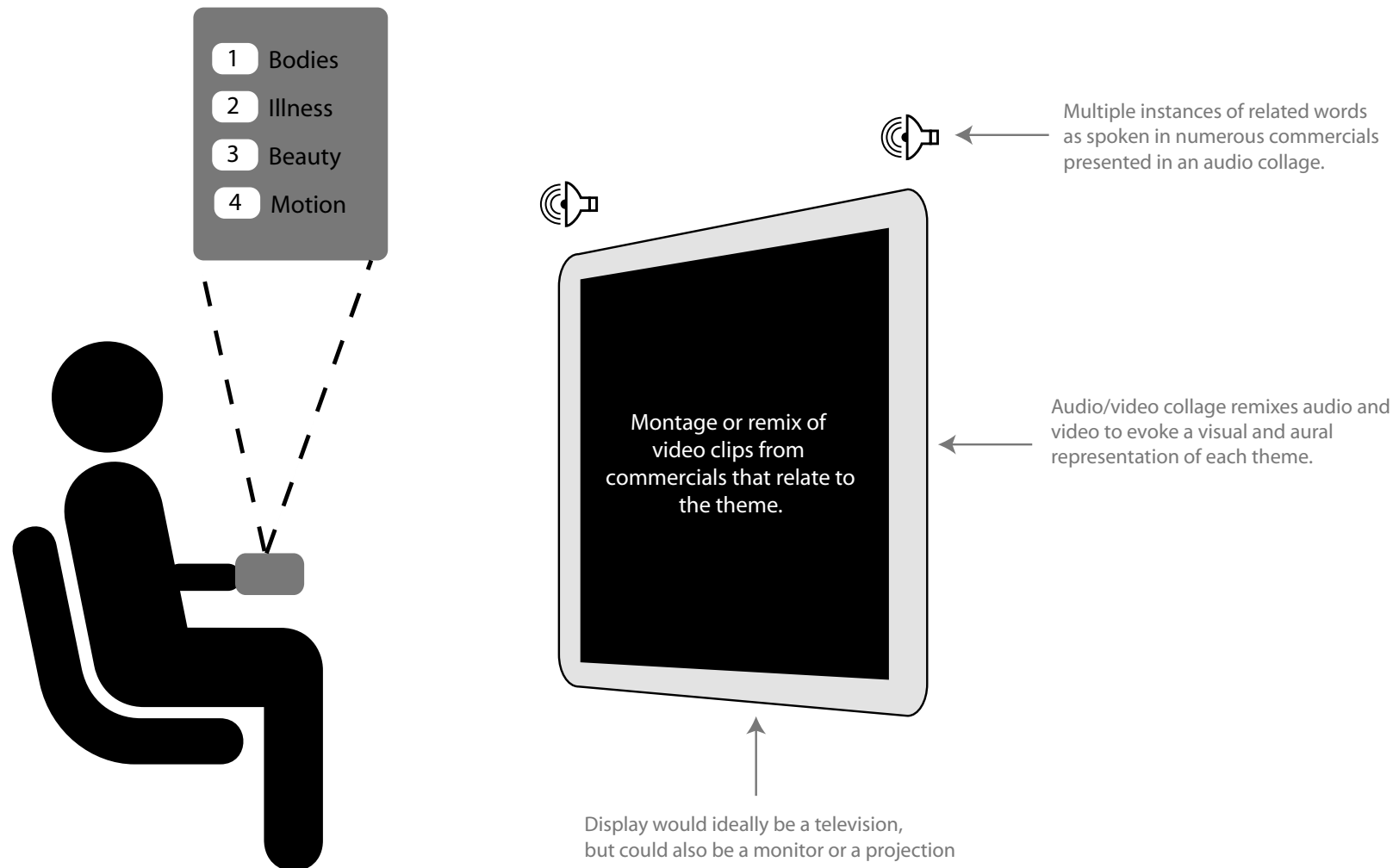
related image from the news

Generated slogan

ADVERTISING, LANGUAGE, AND MEANING

ITERATION #2: WE PAUSE FOR THIS COMMERCIAL INTERRUPTION

A program that generates audio and video collage from commercials based on conceptual themes.



ADVERTISING, LANGUAGE, AND MEANING

ITERATION #3: STORYSELLING

A program that uses language from ads to create some sort of narrative, conversation, or poetry.

Ad Haiku??

?

build something better
obey more beer, savor value
pay for standard milk.

?

ADVERTISING, LANGUAGE, AND MEANING

Kay Rosen



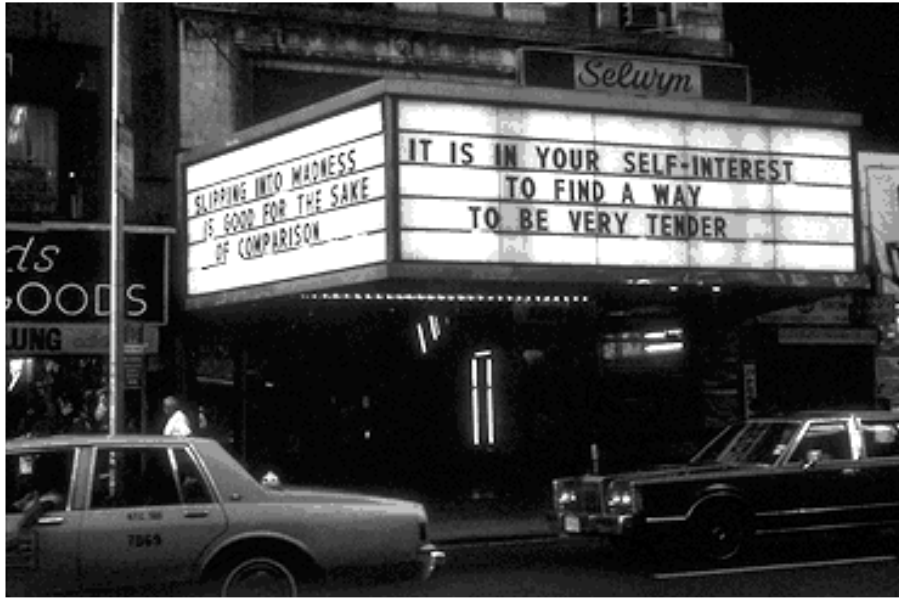
Hello Again



1984 Grid

ADVERTISING, LANGUAGE, AND MEANING

Jenny Holzer



**USE WHAT IS DOMINANT
IN A CULTURE
TO CHANGE IT QUICKLY**

ADVERTISING, LANGUAGE, AND MEANING

Barbara Kruger



"Kruger worked as a commercial artist, designing for women's fashion magazines. In the work she is doing now, the influence of the advertising image has become part of the work itself. She uses pre-existing photos, adding text that both conflicts and augments the image. Language and image work together, referencing the manipulations of the advertising media."