COMBINING CREATIVE AND SEMIOTIC THINKING FOR SUCCESSFUL PROMOTIONS AND PUBLICITY

AISTE PTAKAUSKE

www.pasauliovirtuve.org
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ETHNIC KITCHEN is a content development company that produces international, interdisciplinary, and socially relevant projects.
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• Feature documentary about lives of immigrant women in Lithuania;
• Awareness raising campaign:
  • BTL campaigns: Show your Hospitality! & What is Lithuania to You?
  • National tour: 15 towns, 4 experts, 1,300 spectators;
  • Grassroots distribution campaign Set up your Own Ethnic Kitchen!: 248 households, public libraries, schools
• Study What Lithuanian Municipalities are Most Open to Cultural Diversity?: 56 out of 60 municipalities
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M.A. in Television-Radio-Film from S. I. Newhouse School of Public Communications at Syracuse University, NY, USA

2009–2010
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Algirdas Julien Greimas Center for Semiotic Studies and Research at Vilnius University

2003–2004
Combining Creative and Semiotic Thinking for Successful Promotions and Publicity

Algirdas Julien Greimas founded the Paris School of Semiotics in 1967
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SEMIOTICS is the study of conditions pertaining to the production and apprehension of meaning.
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Beyond the Text, No Salvation
(the principle of immanence)
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• INTelligibility
  — decoding the process of signification

• Pertinence
  — variables vs. invariables

• Differentiation
  — defining relations
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Semiotic Analysis of Lithuanian Business Magazines Logotypes of 2008

(in collaboration with Dr. Didier Tsala, University of Limoges)
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- **Ideology**: What values we attach
- **Schemes**: How we classify
- **Meaning**: What we understand
- **Perception**: What we see, hear, smell, touch ...

**Diagram**:

- **Idea**
- **Form**
- **Content**
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Process of analysis:

• What types of fonts are used?
• How do the letters relate to each other?
• What kind of architecture do the letters constitute?
• What concept do the logos communicate?
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### Capitals
- **Regular**
  - Daily use
- **Exclusive (personalised)**
  - Special use (to focus on an occasion)
- **Regular (dressed up)**
  - (+ a complementary effect)

### Exclusive (personalised)
- **Regular**
  - Daily use
- **Exclusive (personalised)**
  - Special use (to focus on an occasion)
- **Regular (dressed up)**
  - (+ a complementary effect)
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Forcefully linked (neutralising the differences)
Rejecting the distinction
Cohesion
Control

Integrally linked (maintaining the differences)
Accepting the distinction
Coherence
Ajustment

Not linked (maintaining independence)
Emphasizing the distinction
Individuality
Emancipation

RELATIONSHIPS by neutralisation
RELATIONSHIPS by affirmation
 Negation of RELATIONSHIPS
VERSUS is in opposition with VALSTYBĖ because VERSUS accepts independence whereas VALSTYBĖ rejects it.

VERSUS is in contradiction with VERSLO KLASĖ because it denies relationships.

VERSLO KLASĖ compliments (no contradiction) VALSTYBĖ because they both accept relationships.
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One block
Unity
Order

SUBORDINATION

Sequencing
Continuity
Negotiation/Coordination

HIERARCHY

Partition
Discontinuity
Self-expression

ECLECTICISM
### Combining Creative and Semiotic Thinking for Successful Promotions and Publicity

<table>
<thead>
<tr>
<th>A lot of text, small fonts, few images</th>
<th>Pictures compliment texts</th>
<th>Texts and pictures interchangeable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rigidness</td>
<td>Comprehension</td>
<td>Illustrativity</td>
</tr>
<tr>
<td>Documents</td>
<td>Storytelling</td>
<td>Show</td>
</tr>
<tr>
<td>Regulations</td>
<td>Learning</td>
<td>Entertainment</td>
</tr>
</tbody>
</table>
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STRENGTHS
- Exclusivity
- Distinction
- Diversity
- Show
- WOW effect

WEAKNESSES
- Elitism
- Exclusion (club spirit)
- Eclecticism
- Show-off
- OVER THE TOP effect
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RIPPLES EFFECT:
• Dynamic
• Far-reaching
• Spontaneous
• Effortless
• “Infectious”
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WWW.PASAULIOVIRTUVE.ORG
INFO@PASAULIOVIRTUVE.ORG
@Ptakauske