

# Senior Portfolio

Lecture:

Audience

## Goals of persuasion: for audience

- to take action
- to be educated about something and
- to experience something

## Communication process

1. Audience = spectator (exhibitions, publications)

No relationship with audience

2. Passive reader

audience decodes a statement but is not an active participant

Design = construction of statements or visual sentences

Applies grammatical model to the subject

Message relation to the original subject, not audience

Audience either gets it or not, decodes the message

Does not target a particular group and audience is passive

## 3. Semiotics

Specific audience

Audience has beliefs and reads messages based on them

Reads literal message and interprets signs

Signs are particularized by combination with other signs

= active and particularizing

## 4. Rhetorical analysis of Design

Audience not just reader but active participant

→ persuade a specific audience through argument as opposed to making a statement within a grammatical structure or conveying a message within the dynamics of semiotics

Use existing beliefs to introduce new beliefs

Referencing established or accepted values and attributing them to a new subject

## Persuading the audience to act

### 1. **Promise**

If one does A, B happens

Aquarium: emotional relationship

PanAm poster: cultural beliefs about beauty and art

Annual report: shared moral values; employee=company

## 2. Educating the audience

accept and interpret info, accept it as truth

Existing beliefs transferred to new subjects:

Map & guide - codified info without expression, order, grid

Logos - qualities of logo=institution

simplified logos=facts x self-identification

Existing beliefs revealed, confronted

Racist stereotyping

## 3. Experience through the display of values

Rarely a primary goal

Esthetic moments, display of values to be considered

Typography as discourse

Benetton

not action (no clothes), not educate (not interpreted)

Use of formal devices to engage audience



## Shaping Belief

Choice of what beliefs to reference

existing beliefs affected and new ones shaped

Audience = dynamic participant

It has particular cultural beliefs

Designer must discover the argument that will persuade a particular audience