



15TH World Congress of Semiotics **Semiotics** **in the** **Lifeworld®**

aug. 30 - sep. 03. 2022
Thessaloniki, Greece

book of abstracts



International Association for Semiotic Studies
Association Internationale de Sémiotique

Organizers



hellenic
semiotic
society



how consumer culture plays a central role in their lives and intensive mothering (Hays, 1996). This paper aims at understanding how the Internet audience reacts and interacts with such videos. Research methods include literature review on motherhood, media, and advertising (O'Reilly, 2007, Michaels and Douglas, 2005, Warner, 2006, Collier de Mendonça, 2011, 2015), semiotic analysis (Santaella & Noth, 2013) and netnography (Kozinets, 2014). CCT theoretical foundations will help us understanding cultural and symbolic meanings of pregnancy in advertising and on social media. The research corpus will include 10 out of the most-watched videos of Baby Showers and Baby Hauls posted in 2020 and 2021 in Brazil and in the United States. Semiotic analysis will focus on understanding the meaning of signs associated with the baby shower and baby haul videos by momfluencers. Netnography will analyze how the internet audience reacts and interacts with the selected videos to map cultural contradictions among emotional and symbolic meaning that childbirth culturally represents in contrast with excessive consumption.

Roberto Schmidt

Universidade de São Paulo, Brasil
robertolasalviaschmidt@gmail.com

Clotilde Perez

Universidade de São Paulo, Brasil
cloperez@usp.br

Signs and meanings of the sacralization of consumption

Throughout history, the sacred and the profane have always been present in people's life, even before much more recente conceptions about religions. The manifestations of the sacred were revealed in animals, objects, places, dates, clothing, rituals etc. The profane, in turn, was linked to everyday things and relationships and to known nature. However, contemporary individuals seem to value and appropriate the signs of the sacred shaped in diferente expressions of consupcion. Commercial streets and shopping malls have become pilgrimage centers, Black Friday has become as significant and expected as the main cosmic cycles of renewal, products, especially luxury ones, are displayed as holy relics in glass cases, people sacrifice themselves (often financially) to get the newest version of certain electronic equipment. Have consumer goods become objects of worship, new contemporary idols? Are charismatic CEOs the new shamans, priests or earthly deities? Have commercial dates become the new holy holidays? Have the cosmic and agricultural cycles of birth, growth and death been replaced by the release of improved versions and the disposal of consumer goods? These and other questions were addressed through theoretical reflections and field research, supported by the articulation of ethnography with the semiotic method, in na anthroposemiotic approach to consumption. The field considered integrated physical consumption environments, social networks and apps from brands thar emerged in the empirical field.

Jacqueline Ausier

Universidade de São Paulo, Brasil
jacquelineausier@usp.br

Alex Nani

Universidade de São Paulo, Brasil
alex@unifei.edu.br

Silvio Sato

Universidade de São Paulo, Brasil
Silviosato@yahoo.com

Clotilde Perez

Universidade de São Paulo, Brasil
cloperez@usp.br

Secondness as a way of sustaining a digital brand: semiotic analysis of Nubank's NuSócios campaign

This work intends to reveal the semiotic potential of the NuSócios advertising campaign, developed by Nubank, a highly successful Brazilian fintech founded in 2013. The analyzed campaign marks the bank's entry into the New York Stock Exchange (NYSE), in 2021. The objective of the analysis is to investigate the main effects of meaning produced and mediated by signs, highlighting elements such as visual identity, positioning and image as fundamental for the constitution and support of a brand, pointing out the tendency of humanization and tangibilization of organizations and their signs identity. To achieve the proposed objectives, a Peircean semiotic analysis was used, involving the qualitative-iconic, singular-indexal and conventional-symbolic points of view. At the qualitative-iconic level, also called firstness, the most notable features were the establishment of a color palette, which is present throughout the campaign, giving a feeling of agility, in addition to the presence of multiple empty spaces, conveying a sense of of hospitality and an opening for fulfillment/reception. From the singular-indexal point of view, or secondness, it was possible to identify the most relevant index of the entire piece, with the "little piece" of Nubank represented by a purple gemstone, proposing tangibility to the bank's IPO, an initially immaterial and abstract service. The conventional-symbolic perspective, thirdness, is explicit in the company's main values, such as safety, accessibility, comfort and casualness. An atmosphere of democratization of access by customers who wish to have a "little piece" of the company is also perceptible, seeking to symbolically break the hierarchical and distanced position that a bank represents. With this, we reaffirm the profitability of Peirce's semiotic analysis as a privileged methodology to reveal the communicative potential of brand signs. In the specific analysis carried out for this work, semiotics allowed the understanding of the communicational effort of the NuSócios campaign to imprint materiality on a financial and patrimonial instance-Nubank's IPO on the NYSE-which has a consistent ability to act within the scope of secondness, claiming its materiality constantly, even if it is a digital bank.