



## COMBINING CREATIVE AND SEMIOTIC THINKING FOR SUCCESSFUL PROMOTIONS AND PUBLICITY

AISTE PTAKAUSKE

[www.pasauliovirtuve.org](http://www.pasauliovirtuve.org)

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**ETHNIC KITCHEN** is a content development company that produces international, interdisciplinary, and socially relevant projects.

## COMBINING CREATIVE AND SEMIOTIC THINKING FOR SUCCESSFUL PROMOTIONS AND PUBLICITY

- 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

## COMBINING CREATIVE AND SEMIOTIC THINKING FOR SUCCESSFUL PROMOTIONS AND PUBLICITY

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

## COMBINING CREATIVE AND SEMIOTIC THINKING FOR SUCCESSFUL PROMOTIONS AND PUBLICITY

**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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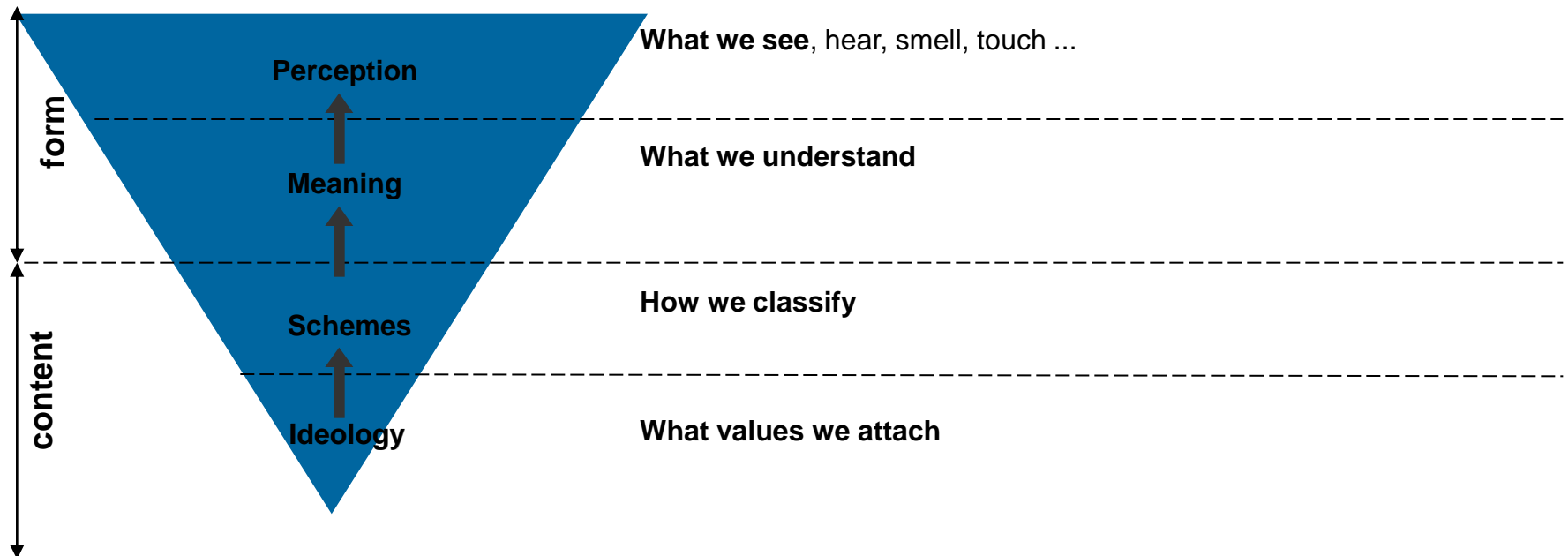
- INTELLIGIBILITY
  - decoding the process of signification
- PERTINENCE
  - variables vs. invariables
- DIFFERENTIATION
  - defining relations

COMBINING CREATIVE AND SEMIOTIC THINKING FOR SUCCESSFUL  
PROMOTIONS AND PUBLICITY

# Semiotic Analysis of Lithuanian Business Magazines Logotypes of 2008

(in collaboration with Dr. Didier Tsala, University of Limoges)

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## COMBINING CREATIVE AND SEMIOTIC THINKING FOR SUCCESSFUL PROMOTIONS AND PUBLICITY

### 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?

## COMBINING CREATIVE AND SEMIOTIC THINKING FOR SUCCESSFUL PROMOTIONS AND PUBLICITY



Capitals

Regular

Daily use



Capitals

Regular (dressed up)

Exclusive (personalised)



Capitals

Regular  
(+ a complementary effect)

Special use  
(to focus on an occasion)

## COMBINING CREATIVE AND SEMIOTIC THINKING FOR SUCCESSFUL PROMOTIONS AND PUBLICITY



Forcefully linked  
(neutralising the  
differences)

Rejecting the distinction

Cohesion

Control

RELATIONSHIPS  
by neutralisation



Integrally linked  
(maintaining the  
differences)

Accepting the distinction

Coherence

Ajustment

RELATIONSHIPS  
by affirmation



Not linked  
(maintaining independence)

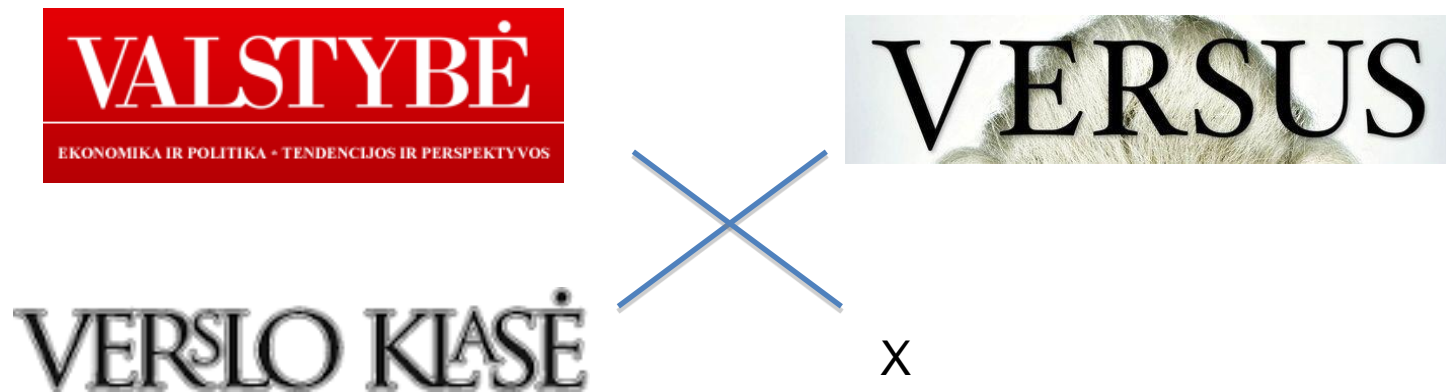
Emphasizing the distinction

Individuality

Emancipation

Negation of  
RELATIONSHIPS

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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.

## COMBINING CREATIVE AND SEMIOTIC THINKING FOR SUCCESSFUL PROMOTIONS AND PUBLICITY



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



A lot of text, small fonts, few images

Rigidness

Documents

Regulations



Pictures compliment texts

Comprehension

Storytelling

Learning



Texts and pictures interchangeable

Illustrativity

Show

Entertainment

## COMBINING CREATIVE AND SEMIOTIC THINKING FOR SUCCESSFUL PROMOTIONS AND PUBLICITY



### STRENGTHS

Exclusivity

Distinction

Diversity

Show

WOW effect

### WEAKNESSES

Elitism

Exclusion (club spirit)

Eclecticism

Show-off

OVER THE TOP effect

## COMBINING CREATIVE AND SEMIOTIC THINKING FOR SUCCESSFUL PROMOTIONS AND PUBLICITY

### RIPPLES EFFECT:

- Dynamic
- Far-reaching
- Spontaneous
- Effortless
- “Infectious”



Pasaulio Virtuvė  
AIDUJANČIOS ISTORIJS

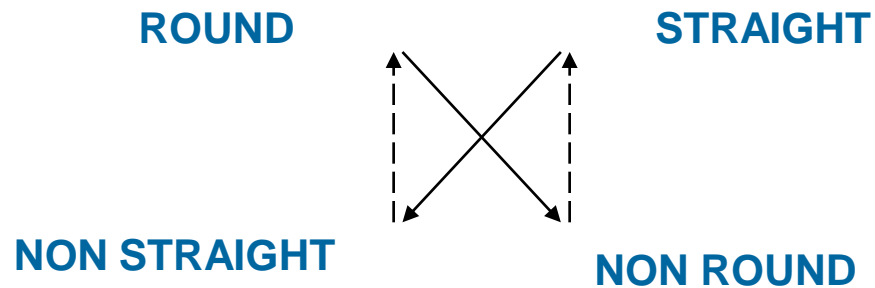
KORONAVIRUSAS  
PUBLIKACIJOS  
APDOVANOJIMAI  
JESU PATINKA MŪSŲ KOKYBĖ

Nuotrauka Redos Mickevičiaus

„Kai mane klausia: „Aiste, ar gali mums dviems žodžiais apibūdinti savo darbą?“, aš dviem žodžiais atsakau: „Kuriu išgyvenimus“. Žinau, kad suvedus mano pavardę į bet kokią paieškos sistemą, ši išmes žymiai daugiau nei du žodžius: scenaristė, prozininkė, režisierė, dramaturgė, prodiuserė... Man visi šie žodžiai – tik gražūs skambesys. Kai imuosi naujo kūrinio, man nelabai svarbu, ar tai – filmas, spektaklis, renginys ar televizijos projektas. Man svarbiausia sukurti išgyvenimą mitinė šio žodžio prasme. Aš savęs klausiu: „Ar šis kūrinys išplėš jus iš jūsų kasdienybės, ir išbudins jūsų jausmus, kad pasijustumėte šiek tiek gyvesni nei esate pradžiai?“ Užtikrinti jums jūsų gyvasties išgyvenimą, mano manymu, ir yra mano darbas, kad ir ką man tektų dėl to padaryti – rašyti, kalbėti, vaidinti, filmuoti, groti arfa... Šiuo atveju tikslas pateisina visas priemones.“

AISTĖ PTAKAUSKĖ

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## COMBINING CREATIVE AND SEMIOTIC THINKING FOR SUCCESSFUL PROMOTIONS AND PUBLICITY



**Pasaulio Virtuvė**  
JAUDINANČIOS ISTORIJOS

KURIAU  
PUBLIKUOJAU  
APDOVANOJIMAI  
JEIGU PATAIKIA  
MŪSŲ KORSBĄ

  
Nustebina Rados Michailovičas

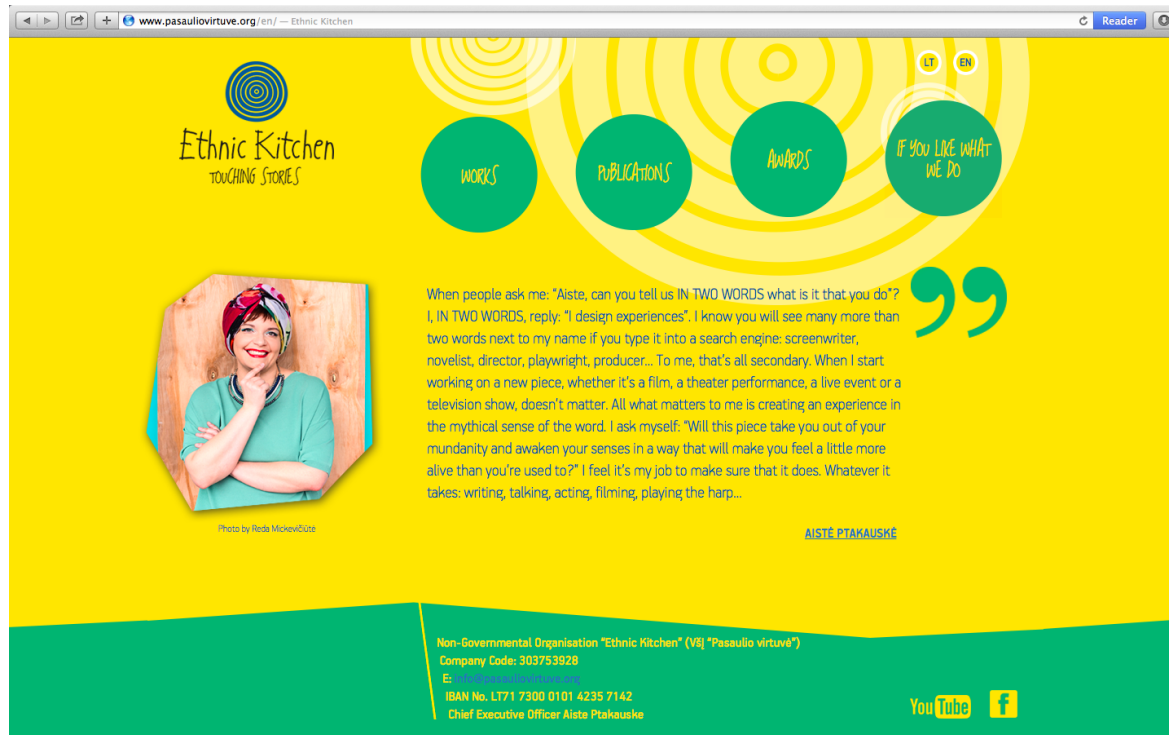
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**ALĖ PTAUSKĖ**

KONTAKTAI  
Rekvizitai  
rekvizitai  
pasauliovirtuve@tt

YouTube f

## COMBINING CREATIVE AND SEMIOTIC THINKING FOR SUCCESSFUL PROMOTIONS AND PUBLICITY



www.pasauliovirtuve.org/en/ — Ethnic Kitchen

Ethnic Kitchen  
TOUCHING STORIES

WORKS PUBLICATIONS AWARDS IF YOU LIKE WHAT WE DO

Photo by Reda Mickeviciute

When people ask me: "Aiste, can you tell us IN TWO WORDS what is it that you do"? I, IN TWO WORDS, reply: "I design experiences". I know you will see many more than two words next to my name if you type it into a search engine: screenwriter, novelist, director, playwright, producer... To me, that's all secondary. When I start working on a new piece, whether it's a film, a theater performance, a live event or a television show, doesn't matter. All what matters to me is creating an experience in the mythical sense of the word. I ask myself: "Will this piece take you out of your mundanity and awaken your senses in a way that will make you feel a little more alive than you're used to?" I feel it's my job to make sure that it does. Whatever it takes: writing, talking, acting, filming, playing the harp...

AISTE PTAKAUSKE

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Chief Executive Officer Aiste Ptakauske

YouTube f

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