Svenskämnet arrangerar en forskningsworkshop på temat Konsumtion som semiotik och retorik. På workshopen presenterar forskare från svenskämnet, retorik och MKV samt Institut for sprog og Kommunikation vid Syddansk universitet aktuella projekt, och tillställningen avslutas med en gemensam diskussion. Workshopen kommer att hållas på svenska och danska, men flera talare kommer att ha engelska powerpointpresentationer. Följande projekt kommer att presenteras och diskuteras:

Nationalist discourses in the marketing and packaging of Swedish dairy
Helen Andersson, Örebro universitet

In this paper I examine the marketing practices of two Swedish dairy companies in relation to banal nationalism (Billig, 1995). In the center of the discussion is the marketing discourse and its colonization and appropriation of the ‘Swedish landscape’. More specifically, the purpose of the study is to understand how a nationalist discourse is realized through the semiotic activities of the two companies in relation to emplacement. The data consists of material from three different marketing activities. The study draws on the principles of Multimodal Critical Discourse Analysis (MCDA)(Machin & Mayr, 2012) and geosemiotics (Scollon & Scollon, 2003)

Smart sell: marketing functional drinks through science
Göran Eriksson, Örebro universitet

In this paper we look at how particular kinds of functional drinks, what is called nootropic drinks (or sometimes smart drinks), are marketed. These drinks are promoted along arguments saying they have the capacities to enhance peoples’ memory capabilities and/or make people increase their focus, concentration and alertness. Nootropic drinks are often advertised as innovative, as the result of advanced biotechnology, and with references to science and a scientific discourse, seemingly legitimizing the drinks’ effects. This paper sets off from a Social semiotic approach and use Multimodal Critical Discourse Analysis (MCDA) (Ledin & Machin, 2018; Machin & Myar, 2012) in order to look in detail on how references to science are constructed and used for promotional aims. How are the drinks’ functions and efficiency supported and validated with references to science? How are such claims constructed? The data we look at are the webpages (often titled ‘science’ or ‘research’) involving information explaining why the drinks are beneficial for consumers. We will use examples from two different companies: Shine+ and Teslanootropics.

The Visual Rhetoric of Store Window Mannequins: A study of mannequins proxeemics and postures
Marie Gelang, Örebro universitet, in collaboration with Emma Engdahl, Göteborgs universitet.
In this paper presentation the visual rhetoric of shop window displays with a special focus on store window mannequins’ nonverbal expressions, such as postures and proxemics, will be examined. Visual images such as the shop window displays, reflect ideals, norms, values and desires that we embody to create our ethos and personae, i.e., certain aspects of ourselves that we emphasize in a specific situation and our legitimation of them. We will argue that shop windows try to persuade consumers to step into the store through the artistic design and visual rhetoric of mannequins: those embodied media representations of the future consumers that establish gendered ethos in the public sphere.

The representation of shopping carts
Julia Rytter Dakwar, Syddansk universitet

From a multimodal social semiotic perspective, I will present some analytical points on the representation of shopping carts in grocery shopping both online and in brick and mortar shops. Reflecting on the consequences of the resemiotisation of the shopping cart, I focus on the meaning potential of the different representations as well as the use of the shopping carts both online and offline. Comparing the different representations and practices, I restrict the possibility of comparing to represented functionality of different semiotic resources.

Establishing authenticity and commodifying difference: a social semiotic analysis of Sámi jeans
Gustav Westberg, Örebro universitet

This paper investigates a semiotic phenomenon within the global fashion industry: the branding of designer jeans as ‘authentic’ and ‘genuinely local, focusing on the Swedish brand Sarva. The aim is to (1) reveal how notions about Sámi, ‘the local’ and ‘history’ are commodified in texts that accompany the jeans; and (2) to explore how authenticity is materially instantiated in the jeans by using different resources. The analysis shows how authenticity can be reinvented and relocated in ways that allow a commodity to travel between the local and the global, and how this movement is not neutral or straightforward, but rooted in power relations that underlie globalization and advanced capitalism.