**Digging Deeper into the Aural Mode**

**Week 7, Day 4** <https://docs.google.com/presentation/d/19YwMGmAhX95J_yXEF1fp4eaqPUefJUXC_uuCfr0di3o/edit#slide=id.p>

**Primary skills targeted:** Understand the rhetorical impacts of non-linguistic elements of the aural mode and think through ways to use these elements

**SP or MP being Scaffolded:** MP2 (podcast)

**Opening/framing of class:** This week has focused on Outcome Three, developing complex and persuasive arguments. Evidence and analysis is the most straightforward way to be persuasive, but what features of the aural mode are available to you and how can they help your argument become more impactful?

**Activities (with time estimates):**

10 min: Introduction and “WORDS” video

-Last night’s podcast I’m sure gave you lots of ideas for how to incorporate sounds effects and music in your podcasts (introduce things, emphasize things, set these scene)

-We can talk about how you can use those strategies yourself, but that’s low-road transfer

-Instead, we’re going to get a bit theoretical (bear with me) and try out some high-road transfer

-There are some words in this video, but there are mostly sounds and images

-As you’re watching it, ask yourself what these things have to do with words

5 min: Quick discussion

- What’s going on in this video and how is it working?

-What would your experience of the video be like if you had your eyes closed?

-It’s a video about what things mean, how they mean, and how meaning makes connections

20 min: Lecture on symbol, icon, and index

-Ferdinand de Saussure—French linguist

-The correspondence between a signifier and the signified is arbitrary and conventional

-But what about the KIKI and the BOOBAH?

-Multimodality presents ways to direct and shape an audience’s attention beyond this arbitrary and conventional system

-Charles Sanders Peirce—American philosopher and semiotician

-Semiotics: the study of signs (how something means, how we connect an image, sound, feeling, smell, taste to an object)

-Most famous for his theory of three kinds of signs: icon, index, and symbol (three ways a sign refers to an object)

-Symbol, Icon, Index

-The “Words” video gives us a word—not by telling us what the word is, but by showing us all the sounds, images, and ideas that refer to that word

-Some are arbitrary (symbols), some are metaphorical (icon), some are associations (index)

-What does this have to do with the aural mode? These are the ways in which the which the non- linguistic elements of any composition can be meaningful and impactful

-Some sounds are meaningful because we agree they’re meaningful

-Some sounds are meaningful because they sound similar to something meaningful

-Some sounds are meaningful because they’re associated with something meaningful

15 min: What else?

-In groups of 3-4, think back to the podcast you listened to for homework last night and think of one example of each category of sign that you heard in it

-We’ll share these with each other tomorrow

**Close of class:** Tomorrow we’ll share these with each other and talk about how *not* to use sound effects. There’s a podcast to listen to for homework, but it’s exceedingly terrible, so be prepared.