



Emotional intelligence and algorithm-driven media guide

Emotions in art and art in emotions

Lithuanian team



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Emotional intelligence and algorithm-driven media guide

- ★ Emotional intelligence is how we handle ourselves and our relationships.
- ★ Understanding, analysing and learning about emotional intelligence is a good way to understand it and improve it.

Emotion

Emotion and feelings are closely related but separable phenomena; their elucidation, at long last, is now proceeding in earnest.

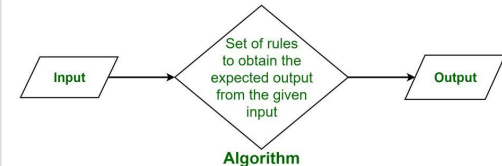
INTELLIGENCE

MEANING :-

Intelligence as the power of perceiving, learning, understanding and knowing.
Oxford Dictionary

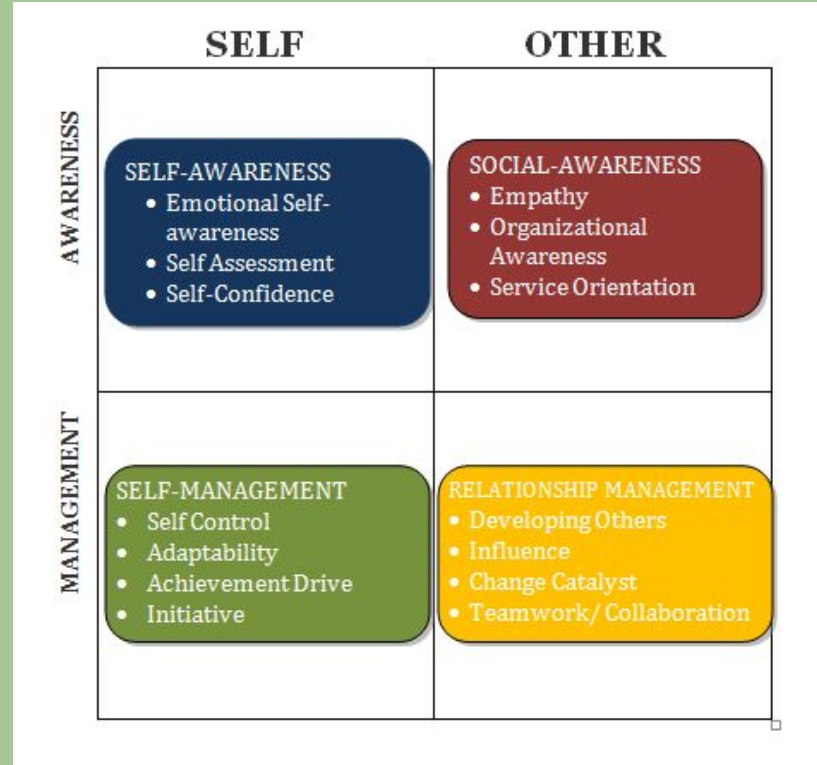
"The ability to use memory, knowledge, experience, understanding, reasoning, imagination and judgement in order to solve problems and adapt to new situations."
All Words Dictionary

What is Algorithm?



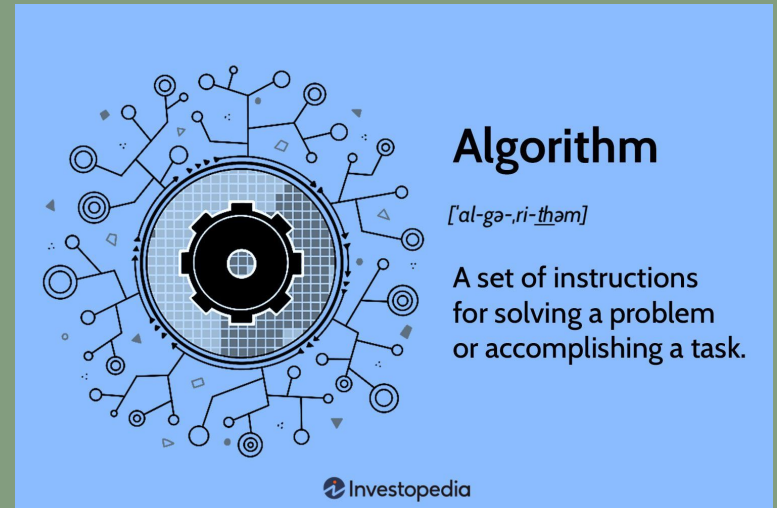
Four domains

- ★ Self-awareness
- ★ Self-management
- ★ Empathy
- ★ Relationship



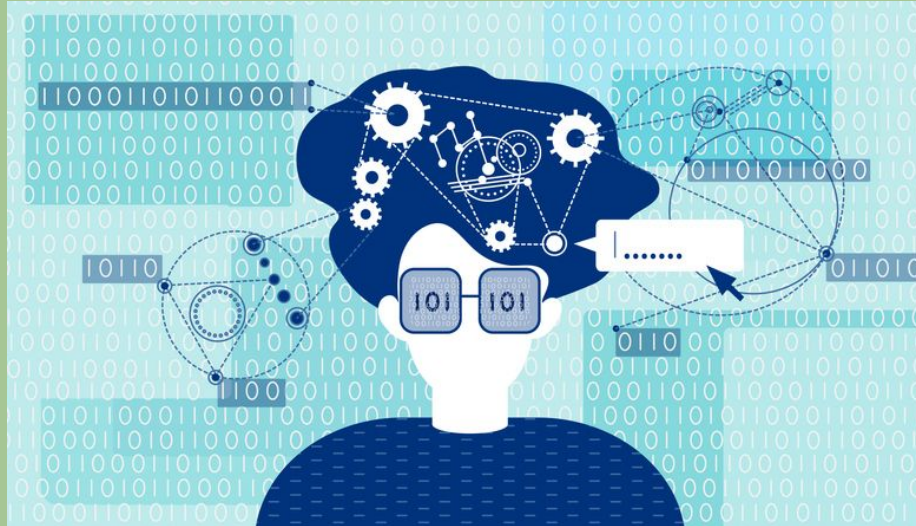
What is algorithm-driven media?

- ★ Algorithm collects our data and then sends us similar things that we could be interested in.
- ★ The bad and good in algorithms is that we have to nitpick information but its also comfortable to have it laid out on a plate.



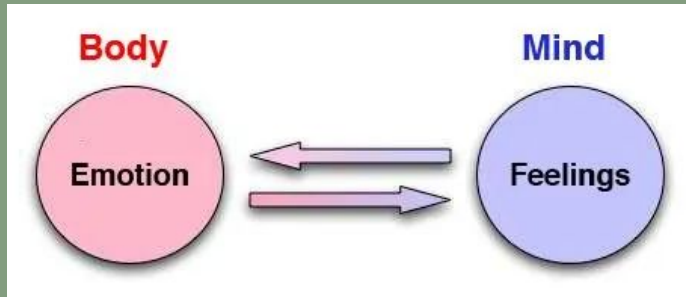
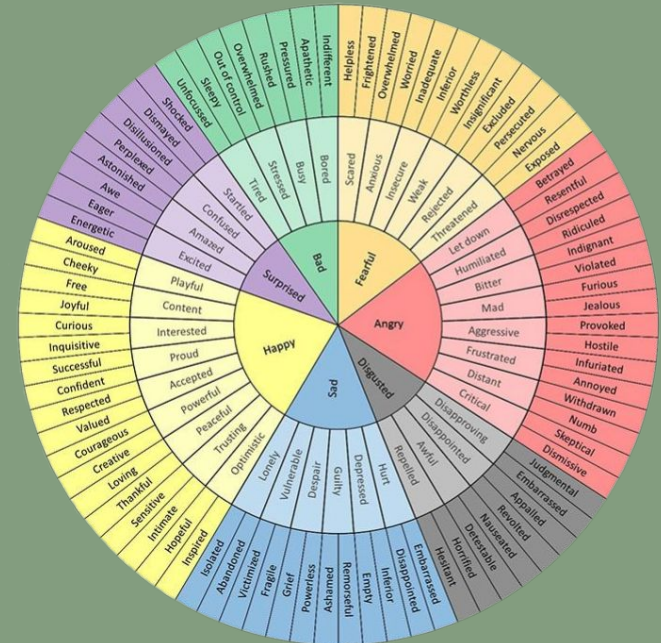
How is emotional intelligence connected with algorithm

- ★ It's important to have it to navigate information from bad to good.



Emotions and feelings

- ★ To sum up feelings are more complex and could learn them while emotions are always more or less here.



Emotions in art and art in emotions

How does art relate to emotions?



Emotions in art and art in emotions

“Art is the emotional expression of human personality”

-Eugène Véron

Emotions in art and art in emotions

Three types of information:

- Image
- Sound
- Text

Information is transferred through media



Emotions in art and art in emotions

- ★ One central feature of aesthetic experiences is their ability to arouse emotions in perceivers.
- ★ Art form that is most associated with emotions is expressionism.

Expressionism example

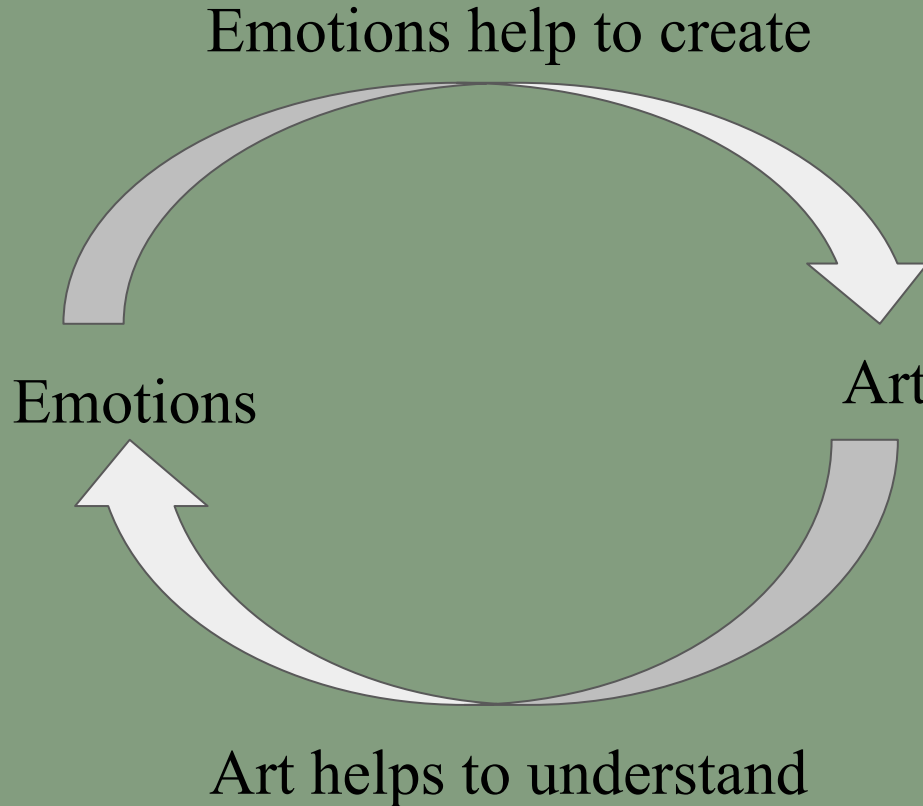




Why do people express emotions
through art?



Emotions in art and art in emotions



Emotions in art and art in emotions

- ★ It is usually hard for a person to express emotions directly, especially a negative emotion .
- ★ In art there are more negative emotions than positive, because the human brain has a natural tendency to give weight to negative experiences more than positive ones.



Emotions in art and art in emotions

What is art?

- ★ Art is the expression or application of human creative skill and imagination.
- ★ These days the word art may not always match its definition. Anyone can be an artist, especially with the help of artificial intelligence.

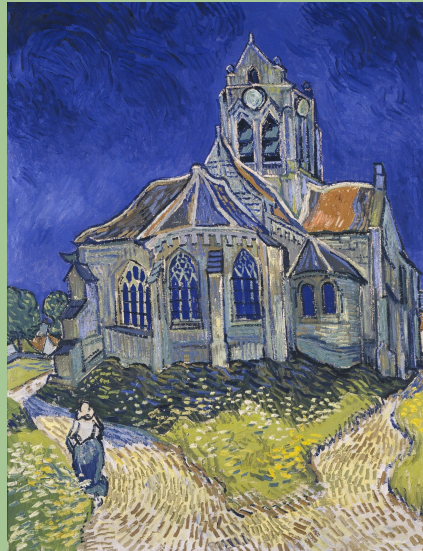
art

[ˈɑːt] noun

this word has no definition in modern days.

Visual art

Visual art is an art form that creates work that is primarily visual in nature.



How commercials influence us with art

- ★ Graphic artists use different art techniques.
- ★ Commercials influence us and often we don't even realise it.
- ★ Images help customers visualize a product.



- ★ We remember the visual content even three days later.
- ★ Marketing changed when digital media became mainstream.



Art in propaganda

- ★ Propaganda manipulates visual art to express political sentiments.
- ★ Intentionally propagated images furthered states' political thoughts



Colours

- ★ Colors make up a business image.
Warm colors encourage excitement.
- ★ Cooler colors help to calm down.



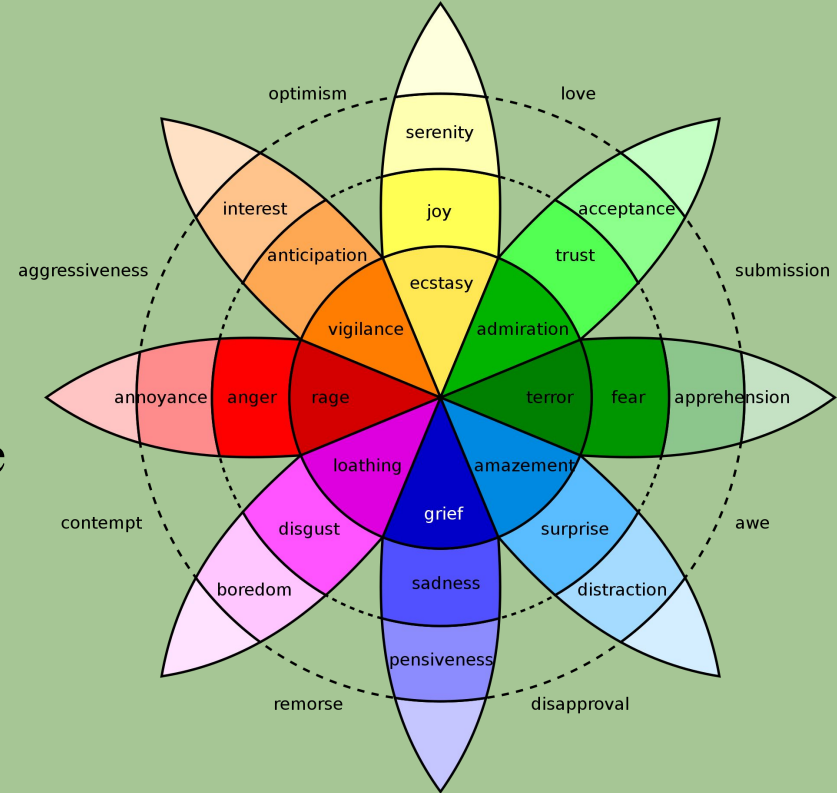
Shapes

- ★ It's vital to understand shapes when branding a product.
- ★ What different shapes imply.



Sound and emotions

- ★ Hearing is a crucial sense in our life, important for our safety and survival
- ★ Sounds are separated into two categories: some are safe to ignore and others require immediate action.



How does music affect us?



- ★ Music fixed on major chords evokes positive emotions.
- ★ Music fixed on minor chords evokes more negative emotions.

How do different genres of music affect us?

- ★ Classical
- ★ Heavy metal
- ★ Country



How are we manipulated through sound?



- ★ Music is used in movies to make a scene more thrilling, dramatic or playful.
- ★ Propaganda messages can be delivered through sound.

Text in art

- ★ Text is one of the strongest visual elements because it can tell the viewer exactly what you want them to see or think
- ★ Artists use text as the central communication tool to affect people's emotions.



START

human

Bradley Hand

natural

Chalky

APPROACHABLE

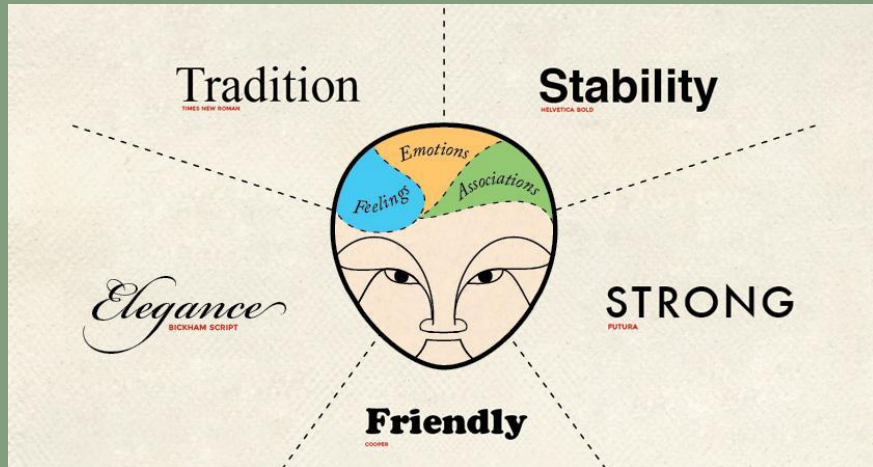
Amatic SC

casual

Marydale

FONTS

- ★ Fonts influence how we perceive the text.
- ★ Each font influences our emotions differently



Text in propaganda

- ★ Propaganda appeals to one's emotions over logic and reason
- ★ Propaganda strategically manipulates readers into forming opinions.



Types of text in propaganda

- ★ There are 22 types of propaganda

Glittering generalities



Card stacking



Activity task

1. Pick a card with the given word.
2. Create a commercial using the keyword.
3. Make use of visual/image, colour, text and sound effects.
4. Present and/or act it out.
5. Create a commercial with the same keyword + the words "commercial advertisement" using AI generator: <https://deepai.org/machine-learning-model/text2img>
6. Compare both commercial advertisements
7. Upload the AI generated commercial in the drive
<https://drive.google.com/drive/folders/1Oii86XidSumb-DI5att6nbgLaJU-twn>



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