Is dialogue failing?
noun
Dialogue: a conversation between two or more people as a feature of a book, play, or film.

In today’s society, we are surrounded with advanced technology and new ways to connect with others e.g. Twitter, Facebook and Instagram. With the aspiration to connect people together/bringing them closer to one another, I think it has proven to be counterproductive, as people are gradually becoming disconnected with society, relations, interactions - even life itself.

The purpose of the campaign I am composing, will generally assist people to become more perceptive to what’s happening around them, instead of living a narcissistic lifestyle in which these social networking sites and applications are executing; encouraging people to express their emotions and daily itinerary to cyberspace or alleged ‘friends’ in whom they probably would not stop to greet if they were to encounter them on the street - in contrast to engaging in conversation with those in their physical vicinity.
Acknowledging that an average person spends up to 58 minutes on their smart phone, checking it 150 times, between applications, voice calls, texts, and utilities, can be interpreted that people waste all that time discussing with strangers about trivial matters instead of living in the moment e.g. going to a restaurant, while waiting for your order, you take out your smart phone and filter your Facebook notifications as opposed to speaking to your company who’s most likely doing the same. Taking out your phone yet again to upload a picture once your food has arrived, to announce online in detail about who you’re with, what you’re doing and why you’re doing it, when you could simply switch your phone to silent and focus/appreciate the little things that couldn’t be experienced unless you were physically present. Let people wonder about you. Keep them guessing; allow certain things to be unknown and private about your personal life.

With selected cafés, restaurants, shopping centres and retail stores on board, people will be enticed and/or encouraged to refrain from taking out their phones every so often. Posters and logo approved places, people will learn that the company is on board to the campaign “Switching off to switching on”. Surely, it will be challenging but the benefits to the consumer and the intended outcome will bring attention to society about their unhealthy anti-social habits. This campaign will include an initiative to reward a discount or voucher to the assumed target audience who ceases to take out their smart phone during their entire visit.

The best way to have dialogue, I believe, is to engage in face to face conversation, as it is more than just conveying information; it shows emotion/feelings, truth, experiences, visual explanations. You couldn’t get that from an ambiguous ‘LOL :-)’ text message.
SWITCH OFF to SWITCH ON

Switch OFF to Switch ON

SWITCH OFF

Switch

SWITCH OFF to SWITCH ON

LOGO CONCEPT 2014
SWITCH OFF

to

SWITCH ON

SWITCH OFF

to

SWITCH ON

SWITCH OFF

to

SWITCH ON

SWITCH OFF

to

SWITCH ON
SWITCH OFF to SWITCH ON
CONVERSATIONS ARE BETWEEN TWO PEOPLE
START TALKING!

LESS FACEBOOK MORE TALKING

LOOK UP!
YOU NEVER KNOW WHAT YOU'RE MISSING

SWITCH OFF
JOIN THE DIALOGUE

SWITCH OFF
JOIN THE DIALOGUE

SWITCH OFF
JOIN THE DIALOGUE

SWITCH ON

JOINTHE DIALOGUE
CONVERSATIONS ARE BETWEEN TWO PEOPLE
START TALKING!

JOIN THE DIALOGUE
LESS FACEBOOK MORE TALKING

SWITCH OFF
SWITCH ON

JOIN THE DIALOGUE
SWITCH OFF

to

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