

# RESEARCH THEME

**Title of the doctoral research** Narrative-driven communication unfolding sense-making via audiovisual and ludic interactions

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## **Abstract**

In the Post Human (Marchesini 2002) era, Cyber Physical Systems are spreading and blurring the traditional edges between human and technology, digital and physical spheres. Emerging technologies breakthrough in a number of fields, including Internet of Things (IoT), artificial intelligence (AI), robotics, and decentralized consensus. It is a scenario in transformation that has already started a deep change in everyday life and is going to have a strong impact on individuals and communities.

Despite access possibilities to technology, a major challenge is outlining: to promote awareness of the ongoing transformation, support the dialogue between stakeholders, and the coexistence of citizens in a plural society.

As general objective emerges the need to encourage a dialogue among social groups in order to enable shared visions of the future scenarios and to design conditions able to generate communicative exchange between different perspectives. A dialogue that not only allows a simple mediation of interests (Finocchiaro 1999), but also a true “cooperatively negotiated interpretation” (Habermas 1992).

The role of Design is promoting a cultural change through a strategic communication plan, a

narrative-driven design process capable of activating a dialogue for mutual understanding. The research will not focus on technological development and innovation, but on narrative-driven processes empowered by technologies. The main challenge the proposed research should address is how to develop narrative-based processes of interaction, integrating insights on emotions and ongoing advances in digital technologies such as artificial intelligence and deep learning fostering mutual understanding within a plural society.

Therefore, the research will define guidelines and will test strategies and tools for audiovisual and ludic communication unfolding new meanings into a sense-making process.

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**Keywords** Narratives, audiovisual, game