

FÖDA STUDIO

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COGNITION #1

ASSERTIONS & QUESTIONS FROM THE THEORY
AND RESEARCH ARM OF FÖDA STUDIO.

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POWERS OF SEVEN

GOODNESS

EVIL



The Seven Virtues

Chastity
 Temperance
 Charity
 Diligence
 Patience
 Kindness
 Humility

Marketing Metaphors¹

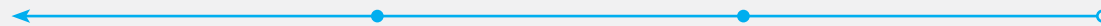
Control
 Balance
 Resource
 Journey
 Container
 Connection
 Transformation

Fascination Triggers²

Lust
 Vice
 Power
 *Trust
 Alarm
 Mystique
 Prestige

Deadly Sins

Lust
 Gluttony
 Greed
 Sloth
 Wrath
 Envy
 Pride



This is a hypothetical exercise, and based on the logic presumption that Fascination Triggers and Marketing Metaphors can or should be linked to virtue and sin, and that the authors ideas on each are as valid as the biblical precedent. It should be noted as well that both authors live and work in a western tradition that may have influenced their concepts.

*Trust seems to be the only area in the charts that requires 'faith', and is an outlier in the system.

Sins and Virtues are taken from the accepted Catholic definitions, per Pope Gregory 1 and popularized by Dante Alighieri. Column One and Column Four are aligned accordingly.

Line 4 of the comparison breaks down as a result, whereas the others are opposite or represent decay within a system. For instance, Humility giving way to Transformation contrasted with Prestige which then deteriorates into Pride.

Journey could be said to be the antonym to Sloth, and Diligence the generator of Trust, further complicating Line 4.

¹ From: "Marketing Metaphoria: What Deep Metaphors Reveal About the Minds of Consumers" 2008 by Gerald Zaltman and Lindsay H. Zaltman

² From "Fascinate: Your 7 Triggers to Persuasion and Captivation" by Sally Hogshead, 2010