A polysensorial body in advertising Xpannow.
Session: Embodying Sociology: Enfleshing Theory, Methodology & Research

Xpannow is the peculiar, antithetic, liquid flux of reality soaking Postmodernism. It’s a mix of sensorial, emotional, cognitive, practice, relational experiences of an holistic, fusive, rigidly-flexible, over/a-rational, g-local, hedonistic-ethics, re-enchanted, spec(ta)cular, simulated and extremely concrete, pragmatic, re-embedded, dimension (Pan) dislocated in a no-space of an eternal Now. It’s the special world experienced using credit-cards, television, Internet, mobiles, virtual-reality,… frequenting brands’ dreaming-worlds, New-Cathedrals, bars, tourist resorts, seeing advertisings, … Here the body is no more a grave, an empty appearance, sinful or to show, a sexual object, a working-machine, a symbol of Modernization,… it’s the place of an hybrid experience. So senses, ceasing their previous, secondary role, play as co-protagonist with emotions in building human life. As conventional sociological methodologies hardly grasp and explain such a complex reality, innovative approaches have to be found. One may focuses on Xpannow.
Therefore the paper aims to explore the peculiar Xpannow of some advertisements, its polysensorial contents and aesthetic-emotional effects. The study is composed by: 1-a theoretic digression/introduction on Xpannow and Italian social-trends; 2-an interdisciplinary analysis of the most “poly-sensorial” advertisements on Italian Tv; 3-the correlated emotive-sensorial units; 4-finings of 20 experiential interviews registering brands’ Xpannow effects and influences on spectators’ senses, feelings, experiences.

Key words: body, experience, polysensoriality, social Postmodern trends, new methodologies, advertising.