



**Thursday, December 10th**  
**9:00am**

**Mauricio Fernández Socci: *Innovation and the Advances of the Technological World***

This is an investigation thesis which is about the engineer and business magnate Elon Musk. There will be a deep research on Elon Musk's professional life and what his companies are working on and have achieved. Do you know the latest advances in Electric fuel cars and the uses of technology on medicine?

A very important part of the thesis consists in a semiotic and linguistic analysis of two videos related to Elon Musk work. In these analyses, I highlight how the use of body and facial expression interact with what the author wants to express. Also how the use of an especific language and vocabulary can affect the perspective people have on Musk.

There will also be an interview section to some people around the age of 16 and 22 years old from Argentina, in which they will be asked about Elon Musk's inventions and if they think his goals are realistics and suitable to the reality they live in.

The whole reason for this thesis is to prove that Elon Musk is the world's most revolutionary person of the 21st century, he is the originator of many technological advances and more to come.