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Tasks in the order I received them:

Task One: (Jon Pugh) Reflective Writing - Do You Know What You Think?

Word Count: 489

Task Two: (Ryan Moule) Observational Writing - Identify An Image And Write A Semiotic Analysis

Word Count: 490

Task Three: (Julia Lockheart) Manifesto Writing - "What Do I Believe In?"

Word Count: 588

## **Task One: (Jon Pugh) Reflective Writing - Do You Know What You Think?**

### **We Believe: The Best Men Can Be | Gillette (Short Film):**

[https://www.youtube.com/watch?time\\_continue=106&v=koPmuEyP3a0&feature=emb\\_title](https://www.youtube.com/watch?time_continue=106&v=koPmuEyP3a0&feature=emb_title)

In 2019 the razor company Gillette released an online advertisement actively tackling the topics of everyday sexism, toxic masculinity and institutionalised machismo. In the two years prior to this there was an international conversation started involving the #MeToo movement, which involved women standing up and speaking out against sexual harassment and sexual assault. Another movement was then launched in January of 2018 called 'Time's Up'. The Time's Up movement was focused on its Legal Defence Fund which "is aimed at supporting the sexual assault and harassment cases of less-privileged individuals." (2) Following this, both the #MeToo and 'Time's Up' movements were both a massive theme at The Golden Globe Awards later in that same month. When accepting her award for Lifetime Achievement, Oprah Winfrey used her speech to show her support to those women speaking out, "For too long, women have not been heard or believed if they dared to speak the truth to the power of those men. But their time is up. Their time is up," (2) Winfrey said.

Gillette's video lasted for nearly two minutes, including a more diverse "cast" than its usual campaigns, and displayed the multidimensional modern day man. They attacked the "Boys will be boys" mindset, which is used to excuse boys and young men for their "typical" childish and/or mischievous behaviour, and even included the quote "Men need to hold other men accountable!" (3) Said by Terry Crews, both an actor and an activist. The video features many different scenarios displaying machoism, sexism and toxic masculinity; then there is a question asked by the VoiceOver "Is this the best a man can

get?”. The video then goes back and shows the correct way to deal with each situation. Such as, fathers helping protect their children from bullies, calling men out on catcalling or harassment, and making other men aware of their toxic behaviour. At the very end of the video it says across the screen “It’s only by challenging ourselves to do more that we can get closer to our best.” (3), this was then followed up by the changing of their long established thirty year old tagline ‘The Best A Man Can Get’ to ‘The Best Men Can Be’.

There was a major response to the advertisement, with supporters of the AD sharing it on all platforms. However, with such a large spotlight on it there were many non-supporters, and disagreements. Gillette received backlash from a large group of people, however their target audience had the most to say, “Men argued that the ad was anti-male, that it lumped all men in together as sexists, and that it denigrated traditional masculine qualities.” (1) I personally think that by having so much noise around the advertisement, both good and bad, it has created awareness and started a discussion around these topics. There is expansive information out there today that supports the concept that mainstream masculinity is ever-changing.

## **Bibliography:**

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## **Task Two: (Ryan Moule) Observational Writing - Identify An Image And Write A**

### **Semiotic analysis**

Semiotics is control in culture, and society explored through signs and symbols. The basic question in semiotics is how meanings are formed. Semiotic exploration approaches signs existing in diverse forms: gestures, natural objects, actions, letters, words, objects, and occurrences. Semiotics investigates the use of the signs, the formation of meanings and the content of signs. From an early age we are taught what signs and symbols signify. Although it is subconscious we use this information we were given at a young age in our everyday life. When completing a semiotic analysis including semiotic concepts, the goal is to break down and resolve, comprehend and explain signs and their meanings, as well as the interaction between signs and systems. As John Berger once said, "Language is a system of signs that express ideas... A science that studies the life of signs within society...".



The Haitian Tree of Life is completely hand made and cut from scratch. It is made using a flattened steel oil drum, the details are made with hammer and chisel in order to perfect them. They are made at such high quality some are collectors items. But what does the Tree of Life represent and symbolise? Throughout history many different cultures and people have had their own versions of the tree of life, however there are many similar themes and meanings that extend across all of them. The trees roots are growing deeply into the soil, this shows we accept nourishment from and appreciate our connection to mother nature. It symbolises that you are deeply attached to the world around you and its

ability to help you strive and grow. It represents the connection between you and your ancestors and family, from the seed it grows and branches out, then it creates fruit to start off the new generation. The branches also demonstrate fluidity through all generations, connecting us to our parents, grandparents, and children. The bark of the tree itself shows how with age and weathering we turn into beautiful, wise and unique people. The branches might break and grow back in completely different directions; the soil may erode and weaken causing the roots to become even stronger and deeper throughout its long lived life. The trees and its branches are what we all aim to become, captivating and compelling individuals with fascinating experiences from life that have turned us into the people we are today. Trees symbolise new starts and rebirth, in the fall they loose all their leaves and go into a form of hibernation. When the spring comes around and the new buds start to grow they have a fresh start at life for the next few months. In this way “the tree of life is a symbol of a fresh start on life, positive energy, good health and a bright future.” (4) As a symbol of growth and strength, a person grows stronger over time and strives for greater knowledge and new experiences.

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### Task Three: (Julia Lockheart) Manifesto Writing - “What Do I Believe In?”

#### **Manifesto statements:**

1. Take life as it comes.
2. Be honest, but not harsh.
3. Make some mistakes.
4. Stop sounding vague enough to seem helpful without really being useful.
5. Positive people don't just have a good day – they make a good day.
6. Rather than being stuck in their limitations, be energised by the possibilities.
7. Take advantage of every moment.
8. Who are you when you're alone?

Statement 1: Make some mistakes.

Key words: Some

Image:

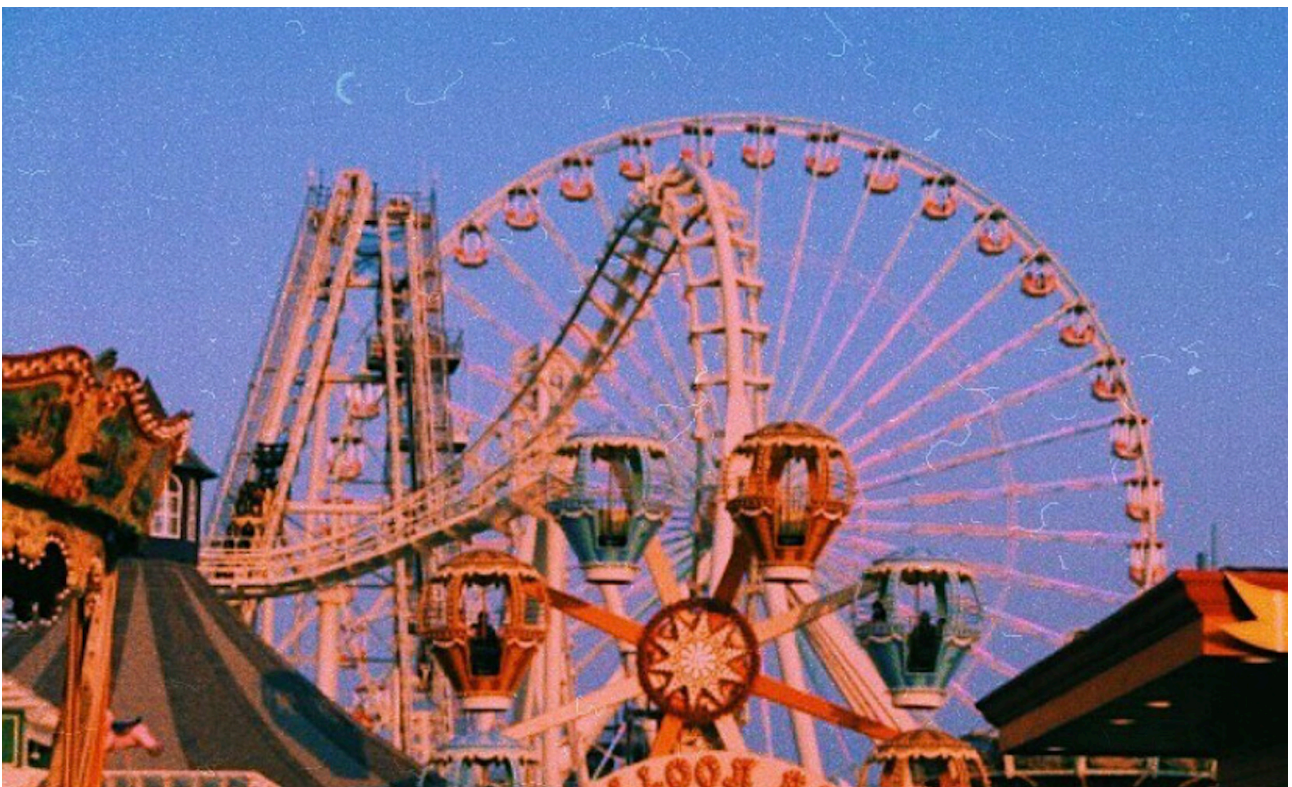


“I made a mistake” is potentially one of the hardest things you will ever have to admit to someone, however 100% of the population on this planet have made mistakes. Mistakes are one of the many ways you learn and grow in life. Most of the time the mistake we have made isn't life changing and probably isn't that bad, but someone will always have a bad reaction to it, whether it's you or the people around you. I am the type of person who will beat myself up over the smallest of mistakes because I constantly aim for perfection and hate disappointing people. “Realising that it is OK to make mistakes is the key to helping you live a happier life.” (1) Everyone needs to remember that everyone makes mistakes, and it's ok, as long as you learn and grow from them and become a better person as a result.

Statement 2: Take advantage of every moment.

Key words: advantage

Image:



That's one of the things about having a moment that changes your life, you crave those moments so much that it feels as if this slow life will surely kill you before another cataclysmic event can make you feel that way one more time. It's like a roller coaster, you get to the top, your stomach is in knots, but once you get off you want just one more loop, and suddenly safe solid ground isn't enough because you want to feel that thrill again. You look to the stars and feel like you understand what's it like to dance in the Milky Way because that one city made you feel cosmic. I think these moments leave a gap in our hearts, something that is hard to fill. An emptiness of disconnection. I think we get so caught up in trying to find these moments that we lose the present. You have to constantly remind yourself to be in the now. To seize moments as if they are the last. "One day you'll notice something different and if you take advantage of that moment, you will be exactly what you needed to be."(2) Oscar Auliq-Ice. So we hope for our next adventure to come. Ready to seize the moment, seize wherever this life throws at you.

Statement 3: Who are you when you're alone?

Key words: YOU

Image:



My inner self feels pain. The truth about pain is that it makes excuses. You can have nothing but hatred for someone but in the end all you do is distract yourself because you're too scared to feel the guilt of leaving behind the people who hurt you. Pain is there and it creates fear and hope and terror in such a toxic combination that nothing but an escape provides peace, or a distraction so you can't hear people being hateful, shallow, and selfish.

My inner self has so many talents. It sings like a songbird. It runs like Usain Bolt. It dances like the ballerinas in the New York Ballet. It paints like Van Gogh. It writes like Shakespeare. It is as beautiful as the night of a full moon, and you're looking out over the ocean and seeing the silver flecks shimmer on the tips of the soothing waves.

My inner self is magical. It has an imagination as strong as a tsunami, taking over every thought. It sees the details in the world. It sees the good qualities in people, and it sees the bad. It sees the delicateness of a person's heart, and when someone is hurt or broken. It sees the fight and strength people put into something they love, or someone they love.

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