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Applied Drama: Education, Wellbeing, Community

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Semiotic Analysis (Ryan's Task)

In 1964 'Pepsodent' released a black and white advertisement for their brand-new toothpaste formula. In the advert viewers can observe a young lady - cartoon character walking down a school hall, when two schoolboys begin to wolf whistle in her direction – they go on to tell her how white her teeth are. A catchy rhyming jingle plays throughout the advertisement and tells the viewers the ingredients inside the new formula. Also, within the catchy song is the well-known slogan 'You'll wonder where the yellow went, when you brush your teeth with Pepsodent' which is repeated multiple times to stick in the viewers head.

The viewers are made to believe that if they buy this particular toothpaste it'll make them 'more attractive' and 'more desirable' to the opposite sex. By showing the boys interest in the girl who is using Pepsodent, it makes female viewers believe that they need the toothpaste for sex appeal, and to have perfectly white teeth like the advert states. It portrays that this is the only toothpaste that is capable of giving you 'whiter and brighter teeth' and 'fresh breath' which makes you 'ready to go steady' as it says in the song.



Although the advert is not in colour, it was very cleverly composed with a cartoon image smile with the word 'YELLOW' plastered across the teeth. When the teeth are brushed you then see a bright white smile appear, with a very happy looking cartoon character. This shows that this toothpaste would also bring you happiness if purchased, and as for the Ludacris claim that Pepsodent would remove the yellowness of the teeth, they would have been better off by being honest and admitting that a mouthwash of Sulphuric Acid would be far more effective.

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Manifesto (Julia's Task)

1. Prevent television advertising of promoting gambling.
2. Enforcing the cruelty of fox hunting.
3. Spreading the awareness of chronic illness.
4. Enforce advertisements with health risk consequences of alcohol, drugs and smoking.
5. Stress the importance of having a pet for life to reduce the number of homelessness and overcrowding of animal shelters.
6. Urgency of the effects that global warming is going to have on the planet perhaps sooner than we think.
7. Importance of using your vote – especially as a female.
8. Increase the fines of people who are caught littering.

Prevent television advertising of promoting gambling.

Keyword; Gambling.

Today no longer do we see the disgruntled toff in his evening suit walking majestically to the edge of the balcony at the Monte Carlo Casino in Monaco and after leisurely smoking his last cigarette and gazing thoughtfully out at the restless Mediterranean Sea before him. The image that flashes before us is that of the glinting moonlight being reflected off the little silver pistol as he raises it slowly to his right temple and then after a defiant utterance of "*Farewell to Mr Chance and farewell to Lady Luck*" into the night air, blowing his brains out. But gambling is still responsible for many deaths and the destruction of families on a daily basis. Therefore, I believe it is an evil that should be stamped out – one way that I suggest this could be done is through television by banning all the gambling adverts and promoting the negatives of gambling.



Enforcing the cruelty of fox hunting.

Keyword; Hunting.

Tally-ho! Tally-ho! And Tally-ho, yet again. Oh! What fun it is to outnumber and kill a defenceless creature and then smirk and laugh together as we watch the hounds tearing the bloody carcass to pieces. '*What a jolly good sport, don't you know?*' As say, not only the corrupt privileged aristocrats of the realm, but also the 'Nouveau Riche' and the derranged social climbers of the country. Other depraved blood sports like bear baiting and bare knuckle fighting were long ago abolished by our, so called, enlightened humane society and yet this vulgar abomination known as 'Fox hunting' remains as a weeping, festering abcess to the



civilized people of the country. Although banned, fox hunting continues to be exploited in this country because it is a sport enjoyed by the wealthy and influential people who have found ways of circumventing the law and I believe that it will continue to do so until we follow the example of the French Revolution and allow Madame Guillotine to have her own blood sport.

Urgency of the effects that Global Warming is going to have on the planet perhaps sooner than we think.

Keyword; Global Warming

I do firmly believe that the late Captain Edward John Smith of the Titanic is now getting his own back at that infamous iceberg. How is he doing this? You may ask. Well, by putting his curse on all icebergs and ice structures, of course! Some people may argue that, 'Isn't he being helped by global warming?' to them I would reply, 'quite possible, who knows?' But I have to agree with them that Global warming is really having a devastating effect on the iceberg family on our planet. But seriously Global Warming is having a colossal effect on things like icebergs and the polar caps. The worrying thing about this is that as they continue to melt the sea level will continue to rise, and in time people living near to sea level, will obviously be flooded out of their homes. This therefore, is a major dilemma for the people all over the world. Already the Welsh village of Fairbourne in North Wales has been evacuated due to rising sea levels due to climate change.

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Reflective Writing (Jon's Task)

The play's the thing, so people say, but whenever I think of a play and the performance of the said creation, I always think of my Auntie Esther. The year was 2006 when I was a mere precocious child of 14. My Auntie Esther had one burning ambition in life, namely, to drag my Father down to her level. It really peeved her that my dad had had several of his short stories published in two of the 'Pan Paperback Horror Books'. Yes, you've guessed it, Auntie Esther was a frustrated 'Wannabe' writer. Therefore, it was with great delight that she goaded my long-suffering dad with, "Look here! There's a one act play writing competition at the 'Dylan Thomas Centre' in Swansea. Go on, you're a writer, write a one act play then." And with an evil smirk of satisfaction she would turn and flounce away back to her creepy cave, as my dad used to call her home.

I remember sitting down with him while he pondered his dilemma out loud, "If I don't have a go at it, she'll use it to make my life a misery forever. I can hear her now" He would say, "I told you that you couldn't do it, didn't I? Eh? Call yourself a writer? Huh!"

"Why not do it then, Dad?" I remember saying in an attempt to cheer him up.

"What? Actually write a one act play, do you mean?" He said, unable to hide the fear that gripped his face.

"Yes!" I said. "Go on, Dad! You can do it!" Well, that seemed to give him an injection of determination. He looked back at me for a moment and I could see that the fear had left his face.

"And, why not?" He said and rushed off to his den without another word.

A few weeks later – he said that he had written the play, and called it 'To Whom It May Concern' I asked him what it was about and was shocked when he said that it was about someone who was about to commit suicide by jumping off of a building. "Oh, Dad!" I said "That sounds grotesque!"

"Oh, no!" he replied cheerfully. "It's a comedy!" Well, the Dylan Thomas Competition finally ended months later, after a series of performances twix the various competitors and I can definitely say that the most shocked of all the would-be playwrights, was my Dad when his play won the competition.

The prize for winning was that the play would be performed by the 'Fluellen Theatre Company' based at the Grand Theatre in Swansea. Watching my dad's play going from a blank sheet of paper to a polished stage performance gave me a burning desire to get more involved with drama and this resulted in me learning my first monologue which was a piece from Shakespeare's Othello – delivered by the character Emilia. This then inspired me greatly to apply for the Applied Drama Course at Trinity St David University. I have gleaned such important facts of life like, however daunting the task that confronts one, you should always go for it, and give it your best shot! Then you may even amaze yourself by the result. The only downside to this experience is that, I suppose that I really owe it all to my Auntie Esther, or Auntie Esther the real old 'pesta'. Still I'm quite prepared to live with that because the ensuing benefits have been so numerous and beneficial. So I hope that Auntie Esther will go back to her hideout, which is located near by to where the flies go in Winter.

Bibliography

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