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Task 1 - Manifesto writing

- 1. Nature should be preserved to the best of our ability.**
- 2. Nature can disguise its danger with beauty.**
- 3. The ocean / sea cannot be tamed, it isn't man's territory so we must treat it with respect.**
- 4. The ocean is far bigger than we know, filled with creatures yet to be discovered.**
- 5. There is a war between man and the ocean.**
- 6. Love and respect the nature around you.**
- 7. Recycling and being respectful can prevent the decay and destruction of our wildlife.**
- 8. Water comes in many forms, and has many attitudes.**

The bible says "God called the dry land Earth, and the waters that were gathered together he called Seas. And God saw that it was good."

Nature is beautiful, and very dangerous. As an artist I like to explore these contrasts in nature, in particular; the sea. Seascapes are painted in many forms, some artists choose to paint it when it is calm and tranquil, whilst others demonstrate the violent nature of it as it crashes and powers its way through cliffs. It's also very fascinating because of the lack of control humans have over it. When paddle boarding/kayaking or surfing, about a mile away from the shore, it's unnerving when the current is strong and how forceful it can be or when the waves overpower and tumble you. The sea is more than just a huge body of water, it's full of life, has many different attitudes and more importantly, isn't ours to own or destroy.

Countless documentaries, research and experiments have been carried out to show that humans are killing the ocean. One of the most recent pieces of news is the oil spill in Mauritius when a cargo ship MV Wakashio scraped the coral reef on the southeast of Mauritius on the 6th of August. In the article Nature it states;

"The Japanese-owned vessel held 200 tonnes of diesel and 3,900 tonnes of fuel oil, an estimated 1,000 tonnes of which leaked into the sea when the ship's hull cracked on 6 August."

This is a huge pollution of the beautiful water of Mauritius and this is the most recent case, there are countless events similar to this that are damaging the sea life all the time. In Egypt, the coral there is so valued that there are allotted places to walk into the sea to snorkel so

none of the coral is harmed, you're also not allowed to stand up in most areas. This is the type of precautions the world should be taking to preserve marine life. In another case of endangerment, Steve Backshall, a famous environmentalist wrote a book called 'shark seas' discussing the endangerment of sharks and how over 300 species of sharks and rays are going extinct because of shark fishing, this could have detrimental effects on the food chain and cause predatorial issues and again, this is just another of the horrible things happening in the ocean. As a Christadelphian and an artist, damaging the wildlife like this is devastating to hear. In the book 'The Way of the Tree of Life' by Geoff Henstock, it talks about God's creation and it was good, so why are we ruining such a good thing. The book discusses the power of nature and how it should be looked after as it once was. Polluting the ocean, littering and not recycling is part of the problem. This is what I want to be focussing on in my work, man and sea are at war with each other, the sea is capable of amazing and terrifying things such as tsunamis, floods and waves larger than some towers. Whilst man has weapons, pollution, plastic to kill its wildlife and strip it of its beauty.

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Task 2 - Observational writing



(Would you care more if I was a panda - WWF campaign for bluefin tuna)

Advert context and denotation

This is an advert by WWF - World Wide Fund for Nature, an international non governmental organization that began in 1961. This organization works in the field of wilderness preservation and decreases human impact and destruction of the environment. This advert is raising awareness for the overfishing of bluefin tuna at the risk of their extinction. This features several bluefin tuna with one in the centre of the ad (to draw the most attention) featuring a tuna wearing panda mask accompanied by an eerie, dark, surrounding atmosphere making it feel sinister. This is because of Barthes semiotics theory of signs - in a book about this 'Elements of Semiology' by Roland Barthes, it mentions the negative connotations with dark colours such as black and navy, typically associating them with death and sadness. This works to the advertiser's advantage as it further increases the emotional connection the reader will feel seeing this advertisement, associating the tuna shown with these things.

There are two other adverts released by the WWF that feature tuna with a rhino mask and a gorilla mask. I chose the panda advertisement because it furthers the case of people caring more about a panda which is typically aesthetically pleasing and appealing to people, more than bluefin tuna does. It's also interesting that the WWF logo is a panda, this could possibly be a way of targeting different audiences, the audiences that adopt a panda or any other endangered animal with the WWF would feel obligated to support this cause as well due to the direct address of the ad. The image positions itself in a way that projects and invokes guilt onto the audience trying to get a psychological reaction from the viewer, if they perceive it as a preferred reading (the encoders aim). This is a very common technique in charity advertising and statistically gets through to the audience more. The message the encoders are trying to send through this is that modern society focuses on well known endangered

species such as pandas, rhinos and gorillas whilst bluefin tuna is being overfished and there's a lack of awareness about it. The cultural context and why this ad is relevant to the present day is because of the huge contrast in attention for these causes, there are thousands of panda charities, rhino and gorilla charities whilst there is a significantly smaller amount of tuna charities. Bluefin tuna is also still being overfished to this day.

There has been extensive research on how making the audience/reader feel guilty benefits soliciting charitable donations much like what this advert is pursuing. One piece of reading which supports this is; '*Guilt Appeals: The Mediating Effect of Responsibility*' by Debra Z. Basil - University of Lethbridge, Canada, Nancy M. Ridgway - University of Richmond, Michael D. Basil - University of Lethbridge.

The research they carried out hypothesizes that guilt causes an association with responsibility within the audience and that causes a large increase in charitable donations through it. The quote/title "would you care more if i was a panda" is a direct address to the reader, this is to make the audience associate it with their responsibility through guilt. This is related to my manifesto and belief as an artist, people should take responsibility for nature and the environment as it is detrimental to wildlife and human health. This is just one example on how animals in the sea are being poorly treated, uncared for and unspoken of, likewise with most animals

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Task 3 - Practice based writing - Charles Atlas, The Tyranny of Consciousness

One exhibition in the Glynn Vivian art gallery from the 2nd of May 2020, is a large scale video collage of sunsets all intertwining, changing form and demonstrating the journey of a sunset with every video. This is alongside an eighteen minute countdown and the voice of a New York drag queen Lady Bunny. This was in the centre of the large dark room with the focus on the lit up piece. At the end of the countdown it goes dark, this is an opportunity to truly focus on the voice and the message about longing for peace in America and the world. Then, soon after the darkness comes a music video starring Lady Bunny. This piece of art is by video artist Charles Atlas, who has been creating multimedia pieces since the 1970s.

I was drawn to this exhibition because of the initial reaction I felt when I saw it for the first time. Having a love for the beach and the sea, seeing the sun setting above the sea in so many ways, all moving simultaneously and at that scale was beautiful. The room being that dark and so spacious gives the perfect atmosphere to completely submerge yourself into the piece, this is something I would like to explore as an artist because when I look at a piece I like to be fully able to appreciate it and forget the surroundings. This is actually proven to be healthy and beneficial to people, immersing yourselves in art, nature and music, a piece of reading that supports this would be '*New Study: Immersing Yourself in Art, Music & Nature Might Reduce Inflammation & Increase Life Expectancy*' (2015) by Josh Jones, that actually mentions how it can increase life expectancy because of psychological benefits. This article also references Immanuel Kant, who is well known for philosophical concepts such as the 'description of the sublime' also related to these benefits of art. This is all directly related to the nature of the exhibition which I will be exploring.

The colours of the sunsets accompanied by the bright blue and red timer pairs well because whilst the sunset videos feature a tranquil ocean, the consistent beeping of the timer builds suspense, replicating the calmness in the Lady Bunny's voice matched with the controversial issues talked about. This contrast is a lot like the contrasts in nature I would like to explore; how violent the sea can be in one place, and how tamed it can be just around the corner, often matching human emotions and characteristics, how one's breaking point can be just around the corner. A book that refers to this is the '*Outlaw Ocean*' by Ian Urbina, that discusses the abuse and horror that people face on boats while at sea, but also the power of the sea and how violent it can be, like humans. This book has reviews discussing "the soul of this book is as wild as the ocean itself" which perfectly describes what i think is the true nature of this peaceful exhibition.

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