Ava Griffiths

Student Name:

P Number:

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Ways Of Thinking Lecturer's Name:

Tasks in order I received them:

Task 1: Observational Writing= 494

Task 2: Manifesto Writing= 490

Task 3: Practice-based Writing= 476

Task 1: Observational Writing

Semiotics is a vital part of everyday life and is apparent in everything we do. There is a wide variation as to what can be described as semiotics As Umberto eco (1932-2016) said "semiotics is concerned with everything that can be taken as a sign" (1976,7) To offer insight into the world of semiotics this body of work will investigate the concepts behind an advert and enlighten a new area of exploration.

Signification is the core foundation of semiotics, understanding the signifier and signified is extremely vital. "Signifier: the word "open" and a signified concept: that the shop is open for business". (Chandler, 2017 p.15). In Oasis' 'O Refreshing Stuff' Campaign 2015 the signifier can be seen as the word "summer" and summer signifies "hot and thirsty". This is a perfect connection that people make whilst looking at this advertisement as they instantly

look to an oasis for a solution to quench their thirst.

Oasis' 'O Refreshing Stuff' *Campaign 2015*

(Herzfeld, Lenhart, 2012) notes that linguistic paradigms embody basic metaphysical assumptions and provide context and point of view. They also state the basic theoretical principles which are used to create explanations to fundamental phenomena. For example, in this advert the theory of "the magic of meaning" is displayed.

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Hitesh Bhasin (2017) was a useful source of information as he explained “the magic of meaning” which perfectly fits in with the theory involving my chosen advert. “The magic of meaning” suggests that the advertisement is disguising the real reason behind the advert with something that will distract the reader. For example, the humorous aspect of this advert disguises the fact that the brand is trying to increase their sales targets and make more money, even if it looks obvious the audience forgets this fact as soon as they laugh about it. Furthermore, the last thing you will read on the poster is “Refreshing stuff”, this yet again distracts you from the fact the brand has just told you that they need to make their sales target. Now the audience is thinking about how hot summer is and that they’ll need a drink to cool down.

In addition, this advertisement is a clear example of polysemic. “A symbol is polysemic and complies with the semiotic principle of semantic indirection. According to it, human language can be misleading because words/constructions do not always mean what they say”. (Balla, 2012, p.51,52) The idea that the advertisement as your health in its best interests in completely “misleading”. They are only portraying that they have the best solution to your thirst but in fact any drink will also quench your thirst just as well, in fact water will do just that minus the unhealthy amount of sugar in Oasis drinks.

Overall, studying semiotics helps us see the world differently and can make us less likely to take life for granted. Studying the meaning behind signs highlights just how apparent they are in our day-to-day life; civilisation would crumble without signs.

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Task 2 Manifesto Writing

1. Better funding for education and health services to aid people in poverty.

2. Less corruption for people in power.

3. Young adults to be treated with just as much respect as

4. Further mental health awareness at younger ages such as in primary school and secondary.

5. Abolish exam-based assessments, not everyone is good at exams and it doesn't show a student's full potential.

6. Stricter Laws on littering and damaging the environment

7. Meditation and relaxation methods incorporated into the average working/school day.

8. Sack any member of parliament that has made a publicly racist statement in their career

1. **<u>Better funding for education and health services to aid people in poverty.</u>**

"The poorest parts of England have seen the biggest cuts to councils' public health budgets" (BBC News, 2020) This includes alcohol rehabilitation and weight loss programs. Programs like these are essential for lower income areas as they rely solely

on the funding of the government to receive the help that they need. People who struggle with alcoholism cannot make an income if they don't have the help to overcome their addictions, not to mention the tension this would cause with other family members. It could cause them terrible distress making them unable to work also.

"Health is a major issue for people all around the world, and is fundamental to individual well-being, personal achievements, and satisfaction, as we as to families, communities and societies. It is also embedded in social notions of participation and citizenship". (Hodgetts and Stolte, 2017) This clearly states that health has a domino effect on everything in a person's life, for example how they behave in society, this can reduce the number of friends they make and result in them becoming lonely and depressed. Therefore, proving the point that more funding needs to go towards areas that struggle with poverty.

2. **Further mental health awareness at younger ages such as in primary and secondary school.**

"An estimated three children in every classroom suffer from a diagnosable mental health problem" (Youngminds, 2017). Mental health is an essential topic to be taught at a young age as only in the last 5 years it has been taught in secondary schools and only briefly at that. This results in young children feeling alone and confused as to what they are going through mentally. "Young people with mental health problems experience shame, ostracism and social exclusion. All too often they describe the consequences of mental

health stigma as worse than those of the condition itself". (McDougall, 2016, p.4) This clearly highlights that educating children needs to start earlier in order to banish the stigma, with a much better understanding of mental health children can learn to support one another rather than single them out.

3. **Get rid of exam-based assessments, not everyone is good at exams and it doesn't show a student's full potential**.

(Oxford learning, 2018) highlights that 16-20% of students experience high test anxiety, and this can actually deter their test result giving them a lower grade than if in a calm, relaxed environment. This is an insane amount of young people who will miss out on opportunities that they are more than capable to achieve but have been determined by the outcome of an examination.

The struggles don't stop at the students it also affects the teachers. This has a knock-on effect and disrupts the students learning due to the high amounts of pressure the teachers receive. "Clearly, many of the criticisms commonly levelled at examinations concerning their effects on the teacher and the quality of learning that he/she offers the student, are equally attributable to classroom texting and grading." (Earl, Hargreaves, Ryan, 2013). Therefore, illustrating that no one truly benefits from the pressures of a one-hour exam, they cannot measure a student's academic ability especially when their future relies on it.

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Task 3. Practice-based writing.

Reflection in every aspect of life should come as second nature as without this we would never grow or learn. Reflection in your creative work "is a process of conscious self-evaluation in which you can analyse your feelings and working processes, taking account of feedback from your peers and tutors, in order to decide on possible strategies to improve your performance." (University of Hertfordshire)

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Ava Griffiths (2018)

Through the process of my work on this creative outcome, I decided to take a different route completely and try something new to better my skills. By trying collage for this outcome, I was stepping out of my comfort zone, which is a vital aspect of becoming a successful artist. “All entrepreneurs leave their comfort zone when they take action. And most importantly, all entrepreneurs stay in action. They do not succumb to the safe and comfortable desire for sitting on the couch eating a tub of ice cream, thinking up cool ideas

and saying to themselves, “I’ll do that later”. Another reason this is a secret of success is that all change happens outside your comfort zone.” (Fischbach, 2018) This statement emphasises just how necessary it was for me to reach out of my comfort zone and most important stay out in order to continue progressing.

In Addition, while creating this piece I wanted to express a bold, political statement about the current state of the Government and Brexit. This was also something new to me as I had never portrayed such a bold statement before. “Art is a great way to make a political statement, and depending on how you go about it, it can be extremely effective” (Adesina, 2018). After much reflection the process of creating a bold statement is imperative in keeping the passion of art alive in a day and age where everyone has seen everything.

An area in my process where I lacked precision was my attention to detail, after looking back on my work I can clearly see that I made a couple of mistakes and didn’t correct these before handing it in. A key factor in creating a successful piece is being able to focus on the fine details as “attention to detail is of the utmost importance” (Groot, 2008, p.33).

Furthermore, another area of improvement in this piece would be my lack of clear communication; “The third trait that successful artist entrepreneurs must have is the ability to clearly communicate, as an artist, our goal is to communicate our art to an audience”. (McCurdy, Goodstein and Lapin, 2019, p.93). The process behind the collection of political statements on the bee was unorganised and thoughtless, I didn’t put any consideration into

if they were visible or if they read correctly. This is something I will improve greatly next time I portray such an important statement as clarity is of ultimate importance.

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