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Tasks in the order I received them:

Task 1: Julia Lockheart-Manifesto Writing: „What do I believe in?“

pg. 2-6 (535 words)

Task 2. Jon Pugh-Reflective Writing: Do you know what you think ?

pg. 7-10 (543 words)

Task 3: Ryan Moule – Observational Writing: Semiotic Analysis

pg.11-13 (560 words)

Task 1: Julia Lockheart-Manifesto Writing: „What do I believe in?“

Manifesto to my daughter:

1. Remember, this child who lives inside you it's true-true you, and never let him go.
2. You are beautiful. You are beautiful just like you, never try to be someone else because no one can be you.
3. Believe. Believe in yourself and people even someone hurts you. It will be their fault, not yours.
4. Read books. Probably you cannot get answers, but you can get knowledge.
5. Feel the rain. Feel the rain when others just become wet.
6. Don't try to save all the world. Be nice to people around you rehome pet help someone who struggling, and the world becomes a little bit better.
7. Don't try to be perfect, no one is perfect. You have the right to do mistakes and to be not OK is OK too.
8. Read it again. Just because I love you.

Keywords & Images



You are beautiful and you will grow to beautiful young women.

Women's role in society and in social media can be very different. Social media have the power to put believing's on you. Women as an object on TV, children's books or cartoons and magazines showing in more commercial ways. "Another way Mulvey's critical theory can be applied to Disney princesses is through the plot and storyline. The female protagonists are only happy once they have fallen in love with a man, suggesting to the demographics of Disney's audience, children and in particular young girls, that they will only be happy when they have fallen in love. It infers that men hold the answer and are the root to women's happiness." (filminquiry.com by Rachael Sampson 2015) You do not need to follow or agree with women's looks or women's roles in social media. "The Male Gaze" theory is where women in the media are viewed from the eyes of a heterosexual man, and that these women are represented as passive objects of male desire. From the feminist perspective, this theory can be viewed in three ways: How men look at women, how women look at themselves and how women look at other women" (filminquiry.com by Rachael Sampson 2015). Just remember always value yourself. It is nothing wrong to be sexy to feel sexy, but all the beauty is not only how you look it is whole. Don't waste your time on people who do not deserve it. The attitude towards you depends mostly on you.



Feel the rain. Feel the rain when others just become wet. Or just see the beauty in simple things. Less is more and sometimes one-word words more than thousands. Be inspired by nature, smiles, sunshine or morning breeze. Beauty is everywhere. Just like simple a Haiku Poetry. "A Haiku is a Japanese poem. A Haiku poem has fewer lines is a type of poetry that can be written on many themes, from love to nature. Four master haiku poets from Japan are Matsuo Basho, Kobayashi Issa, Masaoka Shiki, and Yosa Buson. Their poems still are the model for traditional haiku poetry writing today. "(examples.yourdictionary.com)

I simply wrote my own poem by folding a piece of paper to 16 rectangles. I wrote my believes and values about myself than threw the paper into the air and looked where the words fall. There are what I have got:

Do eyes never look at the body

Why you love vision about feelings

Forever be simple...



Don't try to be a perfect-perfect friend, perfect mom or a perfect daughter. I love the way you are. And you have the right to do mistakes and to make choices sometimes not the best but they will be yours. Be open to the world and be chameleon-like Cate Blanchett in Julian Rosefeldt's movie "Manifesto" (2015). Cate Blanchett plays 13 different characters, including a schoolteacher, knowledge manager, factory worker, homeless person. "Manifests in the movie are not just numerical but also compelling roles. C. Blanchett is a chameleon. "Manifesto" - Thirteen inspirational statements about freedom and innovation, politics and art, love and death [...] I am writing a manifesto because I have nothing to say." (Inga Seidler 2016)

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Task 2. Jon Pugh-Reflective Writing: Do you know what you think ?





Modern society is surrounded by photography images. The proliferation and ease of use of photography have made it an integral part of everyone as part of the life of a participant in society. Collection of photographic images in photo albums or on digital media - allowed people to archive their past. It has become a great human being proof of past history that he can visually share with people close to him. Photography captures the visual reality and documents it - to capture what is real (visible). But what is that reality? What is her relationship to reality? As far as how much truth lies in the image? The photographer must be responsible for presenting the situation in a fair and honest way, he can't do manipulation of the technical image, but also can't do manipulation of the emotional impact. But I can say that my portraits are not about how the object looks, rather it's about how I feel he looks. I put on object my believings and my vision but not emotion. In art photography, some photographs are more suggestive and remain in the human memory, while others simply pass away, as in journalistic photography, some photographs simply represent an event and some convey emotion, mood, light. Photography has a dual function: it depicts the human exterior and describes his identity. To photographs my grandparents I kept the vision for two years and only last summer I went to my country (Lithuania) and I was able to this. Towards the end of the 20th century, Lithuanian photography became very important changes: some of the photography created at that time did not continue the previous Lithuanian photography traditions and generally did not match the usual criteria of photographic artistry. My favorite Lithuanian photographers are Antanas Sutkus and Vitas Luckus. Every time when I am looking at their photography I feel

very emotional. I do not only see the photos I feel them. In photos with my grandparents, I was looking for natural emotion and capture the photos with natural light. I wanted to show their relationship and loyalty, their love and their daily routine. I just had a feeling that I need to do this for myself. To remember them like this. Remember their eyes, hair, wrinkles, hands, and voices. I record my grandmother how she was singing. It is very important to me because we always sing together when I was a child. I can say that to me was easy to photograph them and very natural. But I would love to do more series with different poses, more play with shadows maybe try long and double exposure and I have the vision to do more photos of my grandparent's hands. Just simple photos to see that old and tired hands, not straight fingers. Fingers prints are our identifies and we left our prints everywhere we go.



“In summary, we can say: The photographic image is a message without a code, it’s continuous. At the same time it is a connotative message, but not at the level of the message itself, but at the level of its production and reception. The photographic image is a sophisticated object selected, structured, built and produced according to professional standards – aesthetic, cultural or ideological.”(Roland Barthes)

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Task 3: Ryan Moule – Observational Writing: Semiotic Analysis

Photography is a popular activity. Some people just take their everyday lives with photography, while others look for ways to turn photography into a major source of income. But does a person holding an expensive camera in their own hands become a true photographer? The boundary between an amateur photographer and a professional photographer is considerable.

Many people think that a photographer does not need education. The main argument is that you can learn to use the camera yourself. There are indeed famous photographers who have become professionals, although they have not been educated accordingly. But photography studios can be very useful. First of all, after graduation, it is easier to pursue a professional career. There is a lot of great competition among photographers, and education can help you outperform others. Self-study photography spends a lot of time researching for information, and in University, all the information you need is concentrated and ready for students. It not only saves you time but also allows you to learn things you wouldn't even think about. Focus on Practice: Trying different photography practices helps you decide which way to go. Investing in studios is not enough for a photographer's career. The photographer's work is based on the camera. Otherwise, it is a mistake to think that a good camera in itself guarantees the success of a photographer's work. So what makes us photographers and artists? I think that is knowledge, vision and creative ideas. Photography gear is worthless if you don't know how to use them. To become a successful photographer, some personal qualities are very important. Creativity and originality are particularly appreciated. You have to stand out from the crowd, have your own character, style, don't afraid to improvise and experiment - only then can you expect success. Photographer/Artist sees the world with different eyes than other people.

I chose the image with Canon camera promotion. Does it mean you can do great images because you will get an expensive camera?

Using semiotic, scientific literature analysis and synthesis methods, that photography as a medium of visual communication can be understood and used analyzed through the mechanical nature of photography and the conventions of photography. Image and text the relationship operates on two levels: physical and sense. A physical relationship is a design, view of the image. The meaningful relationship is about understanding and appreciating views and text, mastering the information provided through image and text. View and text interaction in media divided into five categories: text works without image; image works without text; both elements prevail uniformly; text predominates, the image complements it; the image dominates, the text complements it. Photography is the strongest article element and plays the main role. Photography and text's own meanings complement each other. Photography has an additional function, the essence of which is in the text.

Photography has a dual role. Using the first photographs with the press was written by H.Evans (1981), H.Becker (2007), N. Warburton (2007), D. Schwartz (2007). The importance

of design and the influence of physical relationship on meaning were explained by Huxford (2001), DeVries (2008), B. Tirohl (2000).

Mr. Huxford (2001) divided functions of meaning into photography into internal and external. Inner are the primary components of photography and the external symbolic functions of photography. Internal elements of photography are distinguished:

- a) Color
- b) Composition
- c) Form
- d) Location of photographs



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