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Programme of Study: Documentary and Photojournalism

Module: M4X01560

Tasks in the order I received them:

Task One: Semiotic Analysis (Ryan task) = 501 words

Task Two: Manifesto (Julia Task) = 505 words

Task Three. (Jon Task) = 528 words

Semiotic Analysis

The world of wedding photography has changed dramatically over the last 20 years with development of digital cameras and the ability to take many thousands of images, traditionally the photographer was there to capture the stilted group shots and a few portraits of the happy couple, with the onslaught of digital cameras and the digital dark room the wedding photographers are now an integral part of the day from capturing the bride getting ready all the way through the evenings fun and frolics on the dance floor, but who are we capturing the images for? Is it for the happy couple themselves, after all we have promised to capture their day, their memories, but are they? whose perspective are we seeing the day from? As John Berger discusses in "Ways of seeing" (1972) we all see things differently, we might be looking at the same object or image, we might even be in the same room looking at the same thing, but we still see it differently. When I'm capturing the day, yes I want to record memories for them but I'm also thinking ahead as to

what makes a good image to attract future business, An article by C. Otnes and L. Scott (1996) explores the concept of using rituals in advertising, Its something that's heavily laden in this image, we can look at it and deconstruct it using semiotics. If someone saw this out of context and had no idea where or why it was taken, how would they see it, what would they think is going on? It's just and emotional old man hugging what appears to be a younger woman but when you look again you see she is dressed in a white dress that appears to be a wedding dress, he is wearing a suit and carrying a piece of paper, do we know what the paper says? Even though the background appears to be just a room, by the way they are dressed it would appear to the viewer it is probably a wedding day, the emotion in the older man's face is seen by the photographer, but is it seen by the bride? What is the relationship between them? The viewer would assume he is the father of the bride and that the paper in his hand is most likely his speech and the emotion comes from seeing his daughter dressed as a bride for the first time. As the photographer you are no doubt thinking how such a shot can be saved into a portfolio and used to attract future customers as it's almost

a cliché type of candid shot we all strive to capture not only for the couples but for our own benefit as well, when viewed by others we hope they see beyond just two people hugging in the image, we want them to see it's a wedding day, it's the first time dad sees his daughter in her wedding dress and the tears are tears of joy and emotion.

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Task Two: Manifesto

1. I believe in keeping a positive approach to all aspects of this degree.
2. I believe in helping others.
3. I believe in treating people with respect.
4. I want to take advantage of the opportunity's university life offers.
5. I want to expand my knowledge of photography.
6. I will keep an open mind.
7. I will be present both physically and mentally.

8. I will keep a balance between learning and enjoyment.

I believe in helping others.



It may be a cliché, but helping others is a part of who I am and something that was instilled in me by my mother, who led by example through her volunteering, work life as a carer and always the first one to step in when help is needed. I have no doubt this led to my choice of career as a Police Officer. “When you are a good person and help people, good things seem to happen.” (Robbins 2019) This is so true, it doesn’t necessarily mean you will be rewarded with money or the like, the simple act of helping has a positive effect on your own mental well-being. It also means we have the power to change the way others behave, if I am kind and positive in nature then hopefully those around me will reflect this in their own behaviour. Mulder, P. (2018). “The Betari Box helps us to understand what influences our own attitude and behaviours have on the attitude and behaviour of those around us” it’s important to reflect on your own behaviour as well and be prepared to change.

I will keep an open mind.

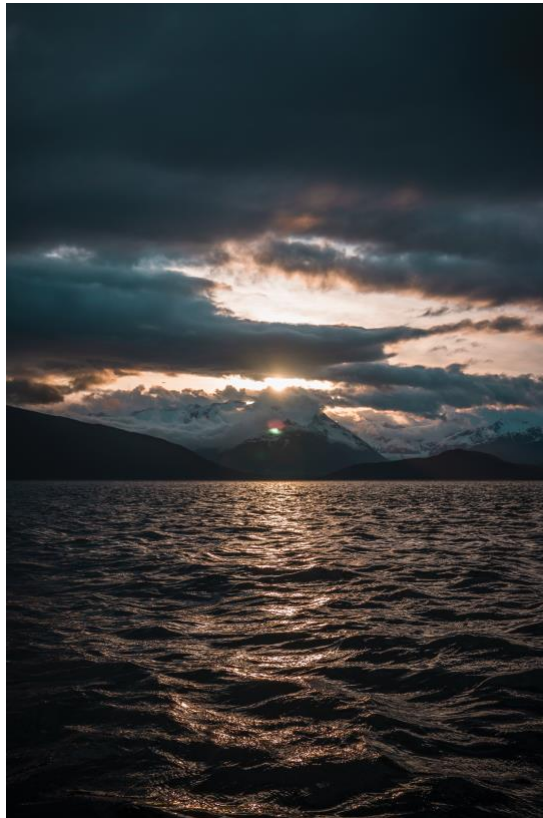
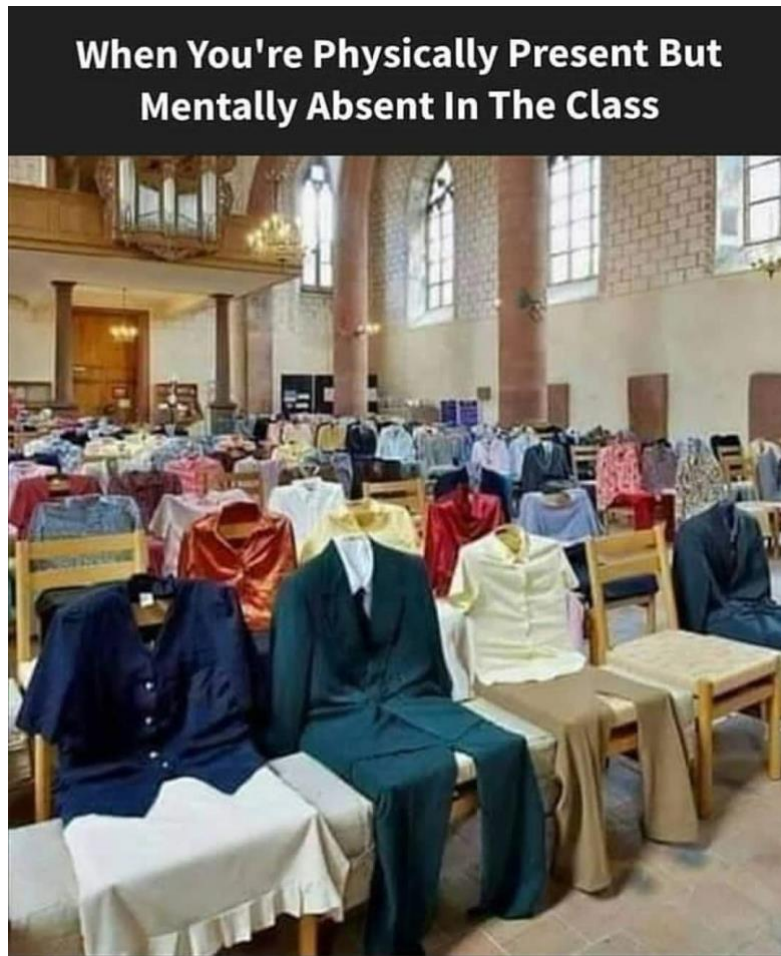


Image by: Steve Halama

It's important for anyone to keep an open mind in all aspects of their lives, Gerard, S. (2017) 'listening to others' is just the start, for me following my retirement I had a what I felt was a clear idea of my future and it didn't include attending university! Following numerous discussions with friends who were mature students I started researching potential courses and seeing the benefits further education could provide. LaFata, A. (2014) "One day, you might enter a world that forces you to question many things you've come to know throughout your life" I have spent all my adult life working with and surrounded by likeminded people, similar backgrounds, similar beliefs, coming to university and meeting an array of different people with vastly differing views to my own would be such a different experience if I didn't keep an open mind.

I will be present both physically and mentally.



Over the last ten years university students experiencing mental health issues have risen dramatically, the increase in the mental health of university students according to a report from Jenkins, P. (2018) Universities UK Task Group on *Student Mental Health Services* “Minding our future, starting a conversation about the support of student mental health” it shows that in 2016 there were over 39,000 undergraduates who had disclosed a mental health issue. When I talk about being mentally present at lectures or workshops its about looking after my mental health, being present in the moment and focusing on each task individually and not allowing work to pile up and cause unnecessary stress. Student minds, (2019) “Six habits that encourage good mental health at uni” it can so easy to overlook our own well-

being but so important to remember sometimes it is the simple things, such as getting enough sleep, eating well, drinking water and taking some time for ourselves.

505 words

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Reflexive

How the simple purchase of a Canon Ixus APS film camera impacted on my life.



As a child and growing up into my teens I loved art and would spend hours drawing and painting at home most evenings, I studied Art at 'O' Level and excelled achieving an 'A' grade in my final exam, I still have the art work I submitted for examination. Unfortunately, I did not see, that art as a subject could lead to any sort of profession in my future and I dropped out of my 'A' levels and went to work. I definitely I still loved drawing but over time I stopped as life and a career took over.

I was always a practical learner, someone who preferred to be hands on doing and trying something rather than having to read about how to. I would probably be described as an 'Accommodating' learner as described by David Kolb who published his learning styles model in 1984, McLeod, S. A. (2017) many years later I took The Honey and Mumford learning styles questionnaire which showed I was an activist learner, Rosewell, J. (found 2019) "Activists are those people who learn by doing" that's definitely me but also knowing this about myself is important as I realise there are occasions that I have to do some research, for example over 20 years ago I bought a canon Ixus APS film camera, at the time it was complicated to use and I actually spent some time reading the manual, one of the main things I read about was how to focus and I recall using the camera for the first time and putting this into practice, the results to me at the time were amazing and I really enjoyed taking pictures. A few years after this I took the plunge and bought my first SLR camera, it was a Canon EOS 300D and I had no idea how to use it other than in full auto mode, but I really wanted to learn. Dunlop, J. (2019) "Cameras are complicated. I was frustrated with my first DSLR I just couldn't capture what I saw through my viewfinder. It took a ton of trial and error" I found books on photography, and many guides and articles online, and spent hours reading them and using the advice and tips I would practice taking photos on anyone who would stand still long enough for me to capture them.

The biggest part was starting to understand how shutter speed, aperture and ISO worked together and I was able to put this into practice with the quality of my images improving friends started asking me to capture their weddings or family events, I found I loved wedding photography but I also realised I needed to improve my equipment as well as my skills, I sought advice and guidance from other photographers and started using prime lenses this took my images to another, to get the best out these lenses I needed to use them at wide apertures and from here discovered a love of natural light photography. I would always describe myself as a self-taught photographer, so I am very aware there is so much more to learn I look forward to what the future brings.

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