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Task One : 491

Task Two : 505

Task Tree : 467

For this assessment, I confirm that I have not used Generative AI to support me in structuring my submission, including creating a draft argument structure, identifying parts and headings. I confirm that I have not used Generative AI to create text for my submission. I confirm that I have not used Generative AI for creative materials, such as images.

Task One: Semiotic Analysis

At its core, semiotics is the study of signs and symbols and their use or interpretation. “In a semiotic sense, signs take the form of words, images, sounds, gestures and objects” (Chandler, 2007, p. 2), by examining these elements, semiotics helps us uncover the deeper messages conveyed in everyday life and media, this is supported by John Berger’s Semiotic Analysis “Semiotics reveals the intricate ways in which signs and symbols convey cultural and social messages by delving into their deeper layers of meaning” (Chandler, 2007). Using some of these elements, I will de-construct this piece of advertisement.



Fig 1, (Kennedy, 2024, The Story Behind The "Share a Coke" Campaign. LinkedIn)

The anchorage text of Share a Coke with... indicates to the viewer straight away that this bottled drink is something you would want to experience with someone else. “Anchorage text provides specific meaning to an image, guiding the viewer’s interpretation and

understanding” (Chandler, 2007). The phrase “Share a Coke with...” directly indicates to the viewer that they should share this drink with friends and family. The connotation of the word “Share” strongly implies a sense of camaraderie, friendship, family and even connection. The anchorage text makes use of the myth that Coca-Cola is not just a drink but is also the symbol of togetherness and happiness. “Myth is a type of speech chosen by history: it cannot possibly evolve from the 'nature' of things” (Barthes, 1972, p. 109)

Although sharing a Coke with someone is the main message they are trying to convey to the viewer, the text exhibits polysemy because it can be interpreted in a variety of ways this is supported by Lyons when he says “The phenomenon known as polysemy occurs when a single word has two or more related meanings, usually differentiated by usage and context” (Lyons, 1977, p. 52), so in this piece it might also mean making new friends or getting back in touch with the ones you already haven’t been in contact with within a while, this could increase the variety of social contacts the viewer has.

In the commercial, the splashes of Coke are packed with a meaning, symbolizing joy, enthusiasm, and spontaneity. The image of the bubbly drink spilling out of the bottles clearly links Coca-Cola to fun and exciting times. It conveys an overflow of happiness and energy, making you think of the lively gatherings and celebrations. “Perhaps the greatest challenge is that one must be prepared to entertain ideas that are often deeply counter-intuitive, contrary to some of our own taken-for-granted assumptions” (Chandler, 2022, p.19-20) This quote really helps us with these splashes as they really capture the idea of sharing and enjoying special moments with friends and family. They create a sense of lively interaction and festive vibe. Plus, the Coke bursting out of the bottle can be seen as a

metaphor for those emotional highs and unexpected joys that come with social events. The personalized wording on the Coke bottles embodies the themes of “Friends” and “Family”, serving as a powerful symbol to the viewer, Berger shares that the unquestioning, rigid materialism of the painting-method typically renders the symbolism of philosophical symbols unnatural or unappealing (Burger, 2008, p. 48-49). Here, the emotional connection and shared experiences that these labels suggest is what truly matters. These words, while straightforward, hold deeper meanings; they symbolize love, unity, and cherished moments with loved ones. By using personalized text, Coca-Cola thinks about the viewers desire for belonging and connection. It transforms a simple drink into a means of reflection on the important people in their lives and the joyful moments they’ve shared.

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List of Figures:

Kennedy, D. (2024) The Story Behind The "Share a Coke" Campaign. LinkedIn
<https://www.linkedin.com/pulse/ad-genius-story-behind-share-coke-campaign-doug-kennedy-aoile>

Task Two: Manifesto

1. Mental Health Matters
2. Empowerment

3. Innovation and Creativity
4. Be grateful for what you have
5. Don't think "what if", but "next time"
6. Never ever give up
7. Don't be afraid to fail
8. You only get one life

1. Mental Health Matters



Fig 1, (Gray.D, 2017)

Many people across the world suffer with a mental health problem. Mental health is a very important aspect of our overall well-being, how we think, feel and act. According to the World Health Organization, mental health is defined as “a state of well-being in which every individual realizes his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to her or his

communitiy” (WHO, 2018). Poor mental health can lead to very severe outcomes, such as chronic and physical conditions, decreased productivity, and impaired social interactions (Smith, 2020). There are many support systems available for us and addressing mental health early would allow us to be able to go to these branches and ask for help.

4. Being grateful for what you have



Fig 2, (Millacci, 2017)

Being grateful for what you have in life can truly change the way you look at life, it's all about appreciating all the little things that happen in life. Gratitude involves recognizing and appreciating the good things in life, which can lead to increased happiness and fulfilment. According to Emmons and McCullough (2003), “gratitude is an emotion that directly strengthens relationships, enhances well-being, and promotes prosocial behavior.” By focusing on what we have rather than what we don't have in life, we create a sense of contentment and reduce negative emotions such as envy and resentment (Wood, Froh & Geraghty, 2010). Practicing gratitude improves physical health, as it has been linked to better sleep, lower stress levels, and a stronger immune system (Hill et al., 2013).

Therefore, being grateful for what you have is not only beneficial for your mental state but also for your overall health and well-being.

8. You only get one life

Understanding that we only have one life can significantly influence how we choose to spend each day. It makes us want to take the chances, follow our passions, and value the time that we have to spend with the people we love. Frankl (2006) noted that “life is never made unbearable by circumstances, but only by the lack of meaning and purpose,” This viewpoint encourages us to seek out meaningful experiences and relationships, aware that our time is finite. Embracing the idea of a single life can also push us to release grudges and concentrate on what truly matters.

Research by Carstensen et al. (2003) indicates that as people grow older and realize their time is limited, they tend to prioritize emotionally significant goals and relationships. This change of focus in life can change our satisfaction and emotional well-being. Likewise, Seligman (2011) highlights the importance of living a life rich in positive emotions, engagement, relationships, meaning, and accomplishment, collectively known as the PERMA model, to achieve true happiness and fulfillment.

Acknowledging the limited time of life can lead to a happier existence in the world. It can motivate us to live happily, chase our desires, and nature meaningful connections with others. By realizing that we have only one life we can fully embrace each moment and build a legacy that embodies our values and passions.

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List of figures:

Figure 1 : Gray, D. (2017) *Facebook*

https://www.facebook.com/photo.phpfbid=758747560956645&set=a.665596360271766&type=3&mibextid=WC7FNe&rdid=QdyrK0TeP1btDWiw&share_url=https%3A%2F%2Fwww.facebook.com%2Fshare%2F18Tz6xZQoq%2F%3Fmibextid%3DWC7FNe

Figure 2 : Millacci, T.S. (2017) What is Gratitude and Why Is It So Important

<https://positivepsychology.com/gratitude-appreciation/>

Task Tree: Reflective Writing



Fig 1, (Castell Drislwyn, own image, 2022)

This is a piece of work I made in my first year of A-Levels, sixth form. When I created this piece of landscape I found my passion in editing photos, especially by using photoshop. For this final piece I had to create something that meant something to me, you may be thinking how is that meaningful? “Meaning can be defined as the significance or purpose that individuals ascribe to their experiences and actions” (Baumeister, 1991). This piece was made as this was a place me and my sisters always used to visit to watch the sunsets, but I knew I also wanted to incorporate my grandparents into it, so I decided to take a photo of one of their plants in the garden and tie it into the landscape photo.

After a few years of looking and reflecting on this piece, I can understand where Schön says “Reflection on work involves the process of critically analyzing one's actions and experiences to improve future performance and personal growth” (Schön, 1983). I see my work in a very different light, it means so much more to me than just two layered images, as this being what I used to think of the piece when I made it. This piece now gives me a whole

new meaning, a meaning of living in the present because they are the values you will hold in the future. "Living in the present allows individuals to fully experience life, creating memories that shape their future and contribute to their overall well-being" (Kabat-Zinn, 1990). "Photoshop is a powerful tool for digital image editing and manipulation, enabling users to enhance and transform images with precision" (Adobe, 2024). When making this image I never really knew how much I could learn and develop my skills on one piece of software. By watching tutorials and getting confident with my own knowledge I became more confident in the work I was producing. With this piece, I was able to manipulate the colours so that I could make the image pop that little more. By looking and reflecting on this piece now I think I was able to capture the feelings and existence.

One thing I could've done to this piece of work to make it stronger, is play around with filters and colours, or even add more things to create a more meaningful moment when I look at it, by establishing atmosphere and highlighting components, Photoshop filters and colours can improve visual storytelling and produce more powerful photographs. (Smith, 2022).

I now know that one thing I can take away from reflecting on this piece of work is that I need to have more confidence in the work I produce, just because one person may not like it, doesn't mean nobody will like it, everyone has different styles and opinions.

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List of Figures:

Figure one: Castell Dryslwyn (own image, 2022)