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Contextual Practice

Ways of Thinking

ADAD4018

Task One: Manifesto (Julia Task) (word count 528)

Task Two: Reflective Thinking (Jon Task) (word count 595)

Task Three: Semiotic Analysis (Ryan Task) (word count 591)

Task 1 Julia's task (word count 528)

Manifesto

1. I am against fast fashion and all that it costs the planet and its people.
2. I will work towards a better environment for the future by making better choices today.
3. I always consider what to do with unwanted items. Can they be used by others, can they be recycled, can they be made into something else.
4. I am against a throw away society and will help to educate others on the subject.
5. I am against single use plastic and will not purchase these anymore.
6. I believe that it is better to give my unwanted clothing to charity and to purchase from these shops. Supporting good causes whilst not adding to landfill.
7. I am for sharing my talents to help others, by volunteering, thus giving back to society.
8. I believe in living an eco-friendly life and this will teach my children and future generations of my family that we care and can make a difference.

Fast Fashion

Social media is everywhere fashion Influencers and bloggers are teaching young people that they need to keep up with fast fashion to be accepted in society. “The explosion of fast fashion, globalization and the tech revolution, these abuses have multiplied exponentially.” (Thomas 2019 no page given)

Cheap shops in the high street must be contributing to poor conditions and pay in sweat shops. People having no choice but to work in these conditions to survive. In 2013 we saw the collapse of such a building collapsed shocking the world.



Theguardian.com

Poor working conditions in fashion supply chains hit the headlines on 24 April 2013 when the Rana Plaza building in Bangladesh collapsed. The building housed many garment factories where 1,138 people died and another 2,500 were injured, making it one of the largest industrial disasters in history. (Environmental Audit Committee (2019 p.13)

Uses more water than any other industry apart from agriculture. It discharges toxic chemicals into the environment, uses huge amounts of energy and is a major contributor to global warming. (Brown,2010, p. 9).

The British government are striving to take steps to find cleaner ways to mass produce textiles.

The UK has taken the crucial first step in its sustainability transition by to cleaner sources of electricity since the Climate Change Act was passed in 2008.³⁷ To meet our future carbon budgets and reach net zero emissions by 2050 - which the IPCC tells us is needed - the UK will have to go further and ensure that all industries play their part in reducing their carbon footprint to near zero. at will require changing our consumption patterns and improving our resource productivity. (Environmental Audit Committee 2019 p 9)

Some brands are making huge changes towards better ways to produce clothing.

Recycling textiles

Most of us send clothes to charity and some of these items are shipped to poorer countries. Some textiles are recycled into new clothing etc.

Thankfully there are clothing brands that now offer fabrics that are recycled.

There are many brands now making clothing from recycled plastic. Batoko

make swimwear, Moss Bros make a men's suit off the peg. We still have a way to go, but there are brands out there.



Batoko/Alex Kydd Photography

Environmental Audit Committee Chair Mary Creagh MP said:

“Fashion shouldn’t cost the earth. Our insatiable appetite for clothes comes with a huge social and environmental price tag: carbon emissions, water use, chemical and plastic pollution are all destroying our environment.
(Environmental Audit Committee 2019 Summary of)

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Task 2

word count 591

Ryan's Task

Semiotic Analysis



Google images

Here we have an advert for the cologne Armani Code Ultimate. It shows Dominique Melchior and Kendra Spears. There is a sense of intimacy that the viewer is involved with. He is drawing the viewer in. Miss Spears could be whispering a code or a secret or simply kissing him. She is showing control by

holding him at the neck, which to me says. 'stay there.' Though he seems in control too. We have put the connotation of a sexual intimacy into this scene. The French semiotician Roland Barthes claimed that semiotician is a scientist of connotations. (Danesi 1999 p.29)

The only words used in the ad are the name of the brand and designer Armani, and the name of the cologne, Armani Code, and the extra word to tell us the cologne is a different one is the extra word in the name, Ultimate. This word had a connotation of strength as well as saying there is no better, it is the ultimate.

What is the advert trying to convey to us? Aspiration perhaps, a glimpse into another world of the beautiful successful people that we wish we could be a part of? Probably. We don't need to know who the actors are to get a sense of that.

Another semiotic we see being used in this advertisement is the use of colour in the tones of grey unifying the whole picture. The only thing that is in colour is the bottle of cologne, which also has a pleasing curve as well as being slim and tall. You can imagine how it might feel to hold, (cool and smooth.) The depth of colour of the glass blends well with the dark sexy colours of the image making the whole picture cohesive to view. You have to stop and look at the image to take in the view because parts of it are so dark. This is what the advertisers want you to do, stop and really look. Your

eyes will be caught the handsome man looking seemingly directly at you, then your drawn into his gaze and look to see what he is enticing you to look at. The advert has worked, your looking harder than you might normally. What's that in colour catching my eye? Its gold, this colour symbolises luxury. Oh. It's a cologne, ah that's what it's all about. He must use this if he is advertising it. She must be able to smell it on him, it must be good if it is having that effect on her. It is paradoxically, available to us all at a certain price. (Williamson 2002 p.33)

But this is from a woman's point of view. How might a man view?

I expect a man would want to have this effect on a woman, (again aspirational to the viewer.) The man looks virile and healthy with a beautiful woman hanging off him. A man may think, if I smelt like that, it might have the same effect on me if I wore it.

The signifier - the man

The signified - the colognes effect

Semiotics is a theory of signs concerned with the way in which things (words, images, and objects) are vehicles for meaning. Semiotics is a tool for analysing the signs of a particular culture and how meaning is produced within a particular cultural context.

The two originators of semiotics are the Swiss linguist Ferdinand de Saussure at the beginning of the twentieth century and the American philosopher Charles Peirce in the nineteenth century. (Sturken and Cartwright 2009 p.459)

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Task 3

Jon's Task (word count 595)

Reflective Thinking

In Foundation Art 2018 I wrote my first ever essay of this type. It was on *Tabula Rasa* and was headed 'The Effects of Alzheimer's and Facial Recognition on Artists'.

On reflection my thoughts drew me to the conclusion that I found the whole process stressful and difficult as it was so new to me.

I was fascinated by this topic because I have had some personnel experience in the subject. The more I researched the more I found out and I kept looking. I wrote twice as much as I needed and didn't realise the potential problems this would cause me. I had to cut out so much of my writing with no time left to read over what I was left with. The essay that I finally sent in then no longer made sense. This was such a pity because the tutor was just as interested in my topic as I shared my findings with her along the way.

I could have produced a much more concise and task led piece of work to be proud of. Although considering it was my first attempt at this kind of research and written work, and considering I had no idea how to plan and set the work out, I feel I should see it as a learning experience that I can work from.

My main mistakes to learn from were:

- that I chose a subject that I found hard to keep small and therefore I researched too deeply.
- I have learned that I run out of steam at the end of a task and simply have to stop. This is at crucial moments when I really need to power on.
- Not checking my word count until the last few days.
- Thinking it would be easy to reduce the word count and not give myself enough time to do this.

The changes I intend to make are as follows I need to plan my tasks and think ahead without making snap decisions; I need to read and reread the task until I am sure what is being asked of me; stay on task without being side-lined by other interesting things I find along my journey; I need to research and plan before I start the actual essay; Ref books etc as I go; I should allocate realistic time for each task and stick to it, therefore not wasting time and mental energy on things that I will later find are irrelevant.

I need to work more effectively by setting goals and allow myself to be absorbed for that time allocated. **Flow is the total absorption in the task that leads to an engaged life and enhanced positive emotions. (Hefferon and Boniwell 2011 p.139**

I need to stop and think reflectively and critically.

Dewey tells us to think critically and not make snap decisions.

Active, persistent and careful consideration of a belief or supposed form of knowledge in the light of the grounds which support it and the further conclusions to which it tends. (Dewey 1909 p.9)

Allow myself to keep learning from experiences and thus have increased

success and to keep on this cycle of reflection. Ninety-nine per cent of the difference between successful innovative people and those who fail is commitment to self-improvement. (2015 Judkins p.27)

Kolb's Experimental Learning Cycle

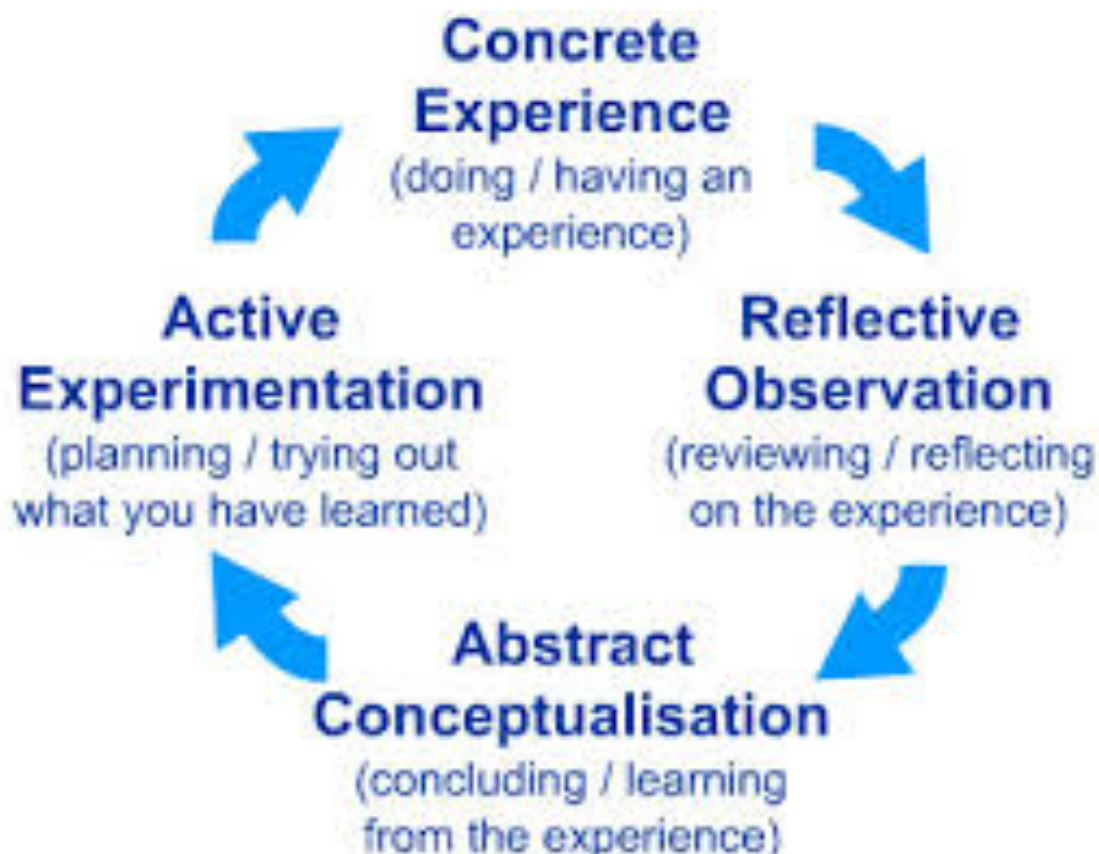


Image from Simply Psychology .org

CONCRETE EXPERIENCE – Last year's essay

REFLECTIVE OBSERVATION – Thinking about how I went about researching and writing it.

ABSTRACT CONCEPTUALISATION – What I learned from the experience.

ACTIVE EXPERIMENTATION – My new plans after reflection and how they can help in my future endeavours.

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