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Tasks in the order I received them:

Task One: Semiotic Analysis (Ryan task) = 533

Task Two: Manifesto (Julia Task) = 574

Task Three. (Jon Task) = 482

Task One: Semiotic Analysis (Ryan's task)

Perception is key, it always has been and always will be. But today its more needed than ever. From political propaganda, to news articles by well-known companies. It is vital to be aware of the information you are taking in and how it could be used for devastating purposes.

Back in 2015 there was a case study done by the global research company Ipsos MORI in this study they spoke to people from different countries and asked them many questions. One of the questions was regarding the Muslim population in their respective countries. Out of all the French people that we surveyed they thought that every three in ten French people were of Muslim faith. This number turned out to just be 8% of the population. It was even more drastic in Canada whose average guess was 20% the real number being 2%. This misinformation could be due to fearmongering. Making you believe there's more of something than there is.

"In a world full of risky strangers, it is difficult to trust" (Furedi, 2002, 127) In Furedi's book culture of fear he starts off one of his chapter with this quote. Now even though this book was published in 1997, then later revised in 2002 it still has prevalence to this day. Fear mongering is a real thing that is used by a lot of mainstream media and politicians to push their views on the general public to furthermore increase an individual/collectives' power. Higher ups that would be very okay with lying to you just to gain from those lies and make people believe things that frankly aren't true at all.

This sense of fearmongering was recently used in the 2016 EU referendum for the UK to leave the European union by Nigel Farage



This photo shows a big line of “immigrants” all walking in the same direction. Possibly escaping something that could endanger lives. This photo was used by Farage with the title “Breaking point. The EU has failed us all” then proceeds to tell the public to break free from the EU and vote leave.

Now at a first glance this could be a photo of the UK and many people would think it was. But If you do the tiniest bit of research, you’ll find that it isn't in the UK and it's a photo of refugees crossing the Croatia-Slovenia border in 2015 a whole year before this campaign was created.

According to an article by the guardian in 2016. Dave Prentis, of the Unison union had written this “This is scaremongering in its most extreme and vile form. Leave campaigners have descended into the gutter with their latest attempt to frighten working people into voting to leave the EU.” The guardian say that he sent this to the metropolitan police voicing his concerns about the repercussions this poster could have.

The title of this poster “Breaking point, the EU has failed us all” project’s the impression that we would be better off not in the EU because they have “failed us” but what does failing us mean? It creates a narrative of loss of hope and fear that wants to pit people against the European union and “break free”

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Task 2 Manifesto (Julia’s task)

1. Treat everyone as an equal, no matter class, race, gender, sexual orientation or background.
2. Constantly look for ways to better yourself as a human being.
3. Critique is just another hurdle on the road to success.

4. Don't conform to societies ways of categorizing you, be the person you want to be.
5. Stand for what you believe in, even in the face of adversity.
6. Make the most of your life and live to the fullest you can.
7. In a world full of "fake news" try to do research into the things you're consuming before repeating them.
8. Protect the planet at all costs, this is our home. We need to keep it safe.

Key words and images

Equality



US president Donald Trump, behind a LGBTQ+ Flag, by Simon Hayes.

2017

1. Treat everyone as an equal, no matter class, race, gender, sexual orientation or background.

The reality that 2 people of the same gender should be allowed to be partners and have a family is something that shouldn't sound alien. But it is. Even though the world has progressed, it hasn't quite progressed enough to let everyone be happy with who they are.

"The Same Sex Couples Act 2013 divided Parliament and, regardless of mutiny led by Tory backbenchers, passed after Prime Minister David Cameron banked on the support of the Lib Dems and Labour party." (Roberts, 2019). Gay marriage wasn't legal in the UK until the year 2014. After a long hard fight Gay men and women could legally marry each other. This to me is absurd. The law of the land denying the privilege of marriage just because they're the same sex. And it wasn't until 2019 that it became legal in Northern Ireland. This sense of backwardness that the world has, to me is the reason that we have not developed socially for many years.

"His banning of trans people from serving in the US military is a wakeup call: The fight for our freedoms is far from over." (Segalov, 2017) In 2017 newly elected president Donald Trump issued a tweet on Twitter that would ban transgender people from joining the US military force. This really shows the sheer duress that the LGBTQ+ community have. Especially when something so important and sensitive is delivered via tweet. Equality has not yet been reached.

Keyword

Fake news



7. In a world full of “fake news” try to do research into the things you're consuming before repeating them

“It was not a term many people used four years ago, but "fake news" is now seen as one of the greatest threats to democracy, free debate and the Western order.” (Carson,2020) Fake news has become very popular in recent times. The use of false information to gain something else is on the rise by news companies and influential people. Propaganda has always been a thing, and always will be.

Back last year Facebook were trying to cut the use of “fake news” on the social networking site amidst the 2019 general election. To prevent political parties to sabotage each other’s campaigns. This is a concern to me. That our political parties in our country. Would try to deliver us false information and fake news to get the upper hand on something so important that could impact our future as a country. It’s a joke.

Keywords

Planet



8. Protect the planet at all costs, this is our home. We need to keep it safe

Our planet is currently burning, and our leaders aren't doing anything about it.

In 2019 the Australian bush fires started to happen. Due to the dryness of the bushes. They caught fire and have been spreading destruction across Australia for several weeks injuring countless amount of wildlife and killing at least 17 people. And its still burning. The Australian prime minister Scott Morrison has taken a lot of flak from the general public effected by these bushfires for not doing enough to combat them. "The Australian prime minister was heckled out of a fire-ravaged town in New South Wales on Thursday, as a mass evacuation of the region got under way ahead of worsening conditions." (Torre, 2020)

The amazon rainforest, described as "the lungs of the earth" (Langton, 2020) Has lost the equivalent of 8.4 million football fields in the last decade alone to deforestation. Now I'm no

expert of the matter but I don't think it's a good idea to be destroying what is called "the lungs of the earth" (Langton, 2020). And these events should be a serious wakeup call for all of humanity to do better.

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Task 3 (Jon's Task)

Throughout my younger years I'd watch a lot of films to pass the time. Many I'd watch multiple times. But none of them I watched more than Peter Jackson's The Lord of the Rings Trilogy. A fantasy series that would take me on an adventure every time I watched it. And it never got old." First and foremost a film narrative provides the spectator with an experience" (Carmona, 2017)

To this day I think it's a masterpiece of film making and it's what inspired me to become a film maker myself. And I think I read the books. Loving every second of them. I learnt about the importance of friendship and love all because of these films. "Stories are second only to experience in learning." (Johansson, 2017)

Even though it being a film of the fantasy genre, it's not just your average fantasy film. It's an adventure itself. It makes you feel like you're there. When the characters are happy you are happy. When they feel distress, you feel it too. It's an emotional masterpiece in my eyes and it's more than just a film. It's a memory, a narrative that's embedded itself into my mind.

"The attractions of such "ways of experiencing" are many and diverse, but chief among them is the ability of many films to elicit emotion in the spectator" (Plantinga, 2009)

In the film The Lord of the Rings- Return of the King which is the 3rd and final instalment in the trilogy at the end, the two characters Frodo and Sam get to the end of their journey to destroy the ring. But Frodo has not the strength to get himself up the mountain. So, in an act of true friendship Sam lifts him on his back and says, "I can't carry it for you, but I can carry you" and carries him up to the top of the mountain. This scene fills me with so much emotion, so much happiness that I've occasionally

cried during this scene. This is because of the journey that we've been on in the last 2 films have developed the relationship between Frodo and Sam as a brotherhood and that they would go to the ends of the earth for each other, which they have.

In Plantinga's theory he describes "the cognitive unconscious" in which a feeling is felt consciously but "the processes leading up to that feeling may or may not occur consciously" (Plantinga, 2009) This is delivered fantastically in lord of the rings because your unconsciously getting to know these characters and feel for their relationship. Then at the end it hits you with a wave of emotion. I don't think it would have had the same effect on me if it was just the one film and it was stand alone. Without that build up it would have been a totally different experience

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