

Task 1: Do you know what you think? 448 Words

Task 2: Identify an image and write a semiotic analysis. 427 Words

Tas 3: "What do I believe in?" 500 Words

Portfolio of Writing ADAD4018

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TASK 1 : DO YOU KNOW WHAT YOU THINK?



Henry Taylor, 2013

A practical reflection Using the Gibbs reflective cycle (Gibbs, 2001) of Mary had a Little ... (That aint no lamb) by Henry Taylor (2013). During the time of its creation there was still great controversy around black women, and they were often under scrutiny for the shapes of their thighs, buttocks and breasts (Lamb, Roberst and Polcha, 2016). Taylor's work was painted on canvas in acrylic paints during this time. Note, the faceless black woman in shapeless clothing.

This painting was displayed in Blum & Poe gallery on March 3rd, 2013 alongside other works of Taylor, in an interview with Bernard (2013) he suggests that his works are based on his ancestry, a family of slaves. During his interview he makes many references to the slavery of black people and how even in today's modernistic society, black people are continually enslaved in prisons and the like.

The painting depicts a faceless black woman. She is stood in African tribal clothing in front of her washing. Behind her, a small cow looks out. In the distance, desolate trees on a broken crisp landscape. The color pallet of the piece is very earthy and natural giving it a sense of nostalgia, not unlike that of a memory. Feelings of sadness come to play here for the woman and many questions are left puzzled around the brain.

In today's society this painting can have a variety of impacts. With the ever-developing cultural blending that makes us a closer knit society comes greater tolerances. The work has a sort of sadness to it, from the perspective of one from a first world country, such a simple and content life seems impossible. Gazing upon this image makes us feel sorrow, why does she have no face? What was the artist trying to convey? All questions that pose mystery. Furthermore, we can see that there is no sheep in the painting, even though it is named from the famous children's nursery rhyme. The garments hanging from the washing line could be perceived as sheep skins from the title, or is it simply because of the cow in the background? All of these questions remain unanswered.

I believe Taylors clever use of natural tones and colors was a sound choice to make for this particular piece, while as a stand alone it seems simple, with its accompanying

display pieces it comes to life as a painting of his late mother on their family farm. When interviewed Taylor was asked about his mother but showed great sadness in her passing. I feel it was this great sadness that made the depiction for him faceless, like a lost or missing soul from a body that once was.

Task 1 : Bibliography

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TASK 2 : IDENTIFY AN IMAGE AND WRITE A SEMIOTIC ANALASYS



Snag Tights, Facebook advert 2019

Signs and symbols both individually and grouped together in sign systems contribute greatly to our insight on work source and meaning. Semiotics is the science of signs, through the study of these signs and symbols a semiotic analysis can translate pictures, images and displays (*the signified meaning*) into words (*The signifier of the meaning*) (Barthes, 1972). In semiotics signs come from a variety of things such as sounds, flavors, odors, images objects and even acts (Ferreria, 2017). It is argued however, that these '*things*' have no natural meaning and have, as such, simply become signs as we provide the meaning for them (Berger. J, 2008).

In December 2019 Snag Tights launched its new product *snag tights*. This advertising campaign focuses on the magic of the tights available in a range of sizes. When we study the image from a semiotic viewpoint, we can see that the denoted shows us a plus size model with a caption stating the magic of the tights she is wearing. She is outside, in a doorway wearing knitwear and is surrounded with seasonal decorations. The lady in the image appears to be happy and the selling caption "you deserve better tights" implies that larger women need better tights, especially when you combine it with the size range of 4 to 36. Not only does this advertisement have meaning, it is also asking us to buy something and as such it is argued that ads encourage us to participate in ideology (Bignell, 2002)

In contrast, when we delve into the connoted or the symbolic, we can see that there could be some deeper meaning to this campaign, one that could be considered disgraceful. It could be argued that this advert is belittling the plus size community here.

The caption when paired with the image suggests that witchcraft is being used to withstand the physical strain on the product from being worn by plus size ladies.

Furthermore, this specific ad campaign has placed an irrelevant model in the picture.

Regardless of the individual's physical appearance, whether a size 8 or 38 the plus size model is irrelevant to the product (R.Tag, 2012).

Using this very basic semiotic analysis we can not only deconstruct the denoted but also the connoted. In doing this type of basic analysis the target audience will be able to not only see the metaphoric but the metonymic and intertextual construction of the ad campaign itself. Furthermore, this can be applied to anything in life.

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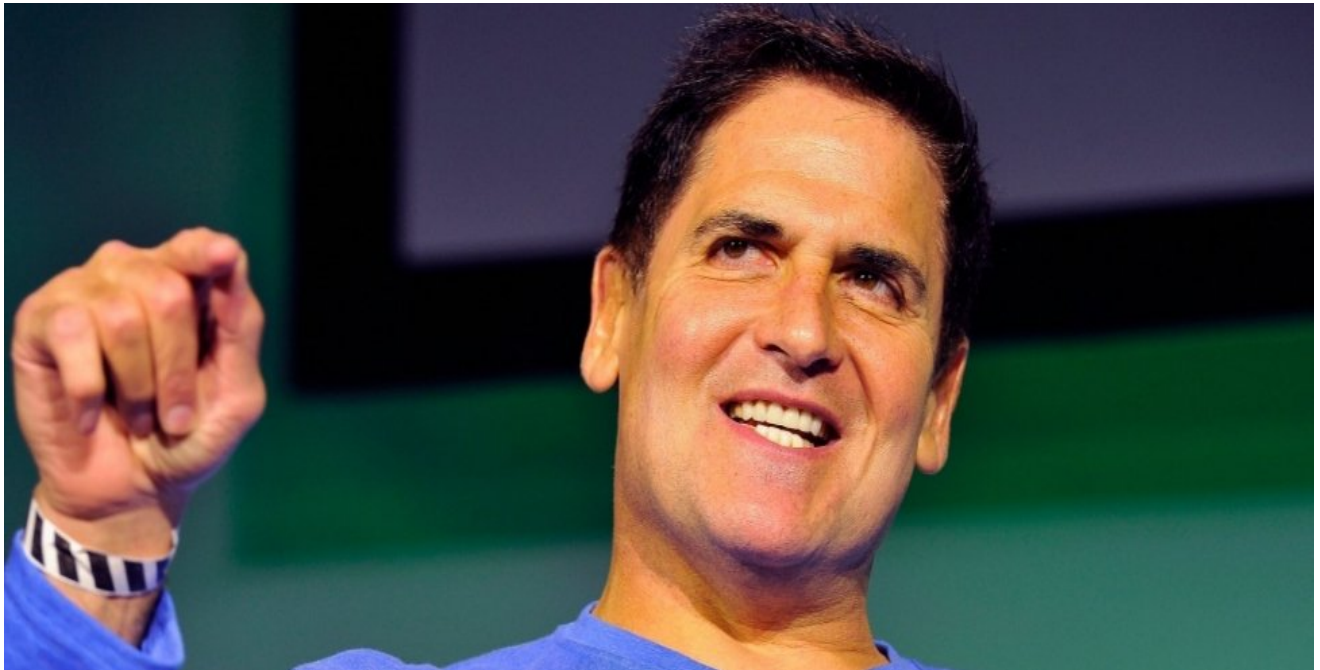
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TASK 3 : “WHAT DO I BELIEVE IN?”

1. I believe in always pushing yourself to do better the next day.
2. I believe that not everything on the outside is what it seems.
3. I believe one should always respect others’ opinions, especially when it differs from ones’ own.
4. I believe in all work; modesty is the best policy.
5. Practicing equality and equal opportunities will bring a better tomorrow for us all.
6. I believe that everyone deserves a second chance, caution on a third.
7. Credit should be given to those who truly deserve it.
8. I believe that art is inside us all like a beating heart.

I am going to explore the following three points in the below discussion; I believe in always pushing yourself to do better the next day; I believe that modesty is the best policy; I believe in giving credit to those who deserve it.

Keywords: Pushing yourself & Better.



Mark Cuban, 2015.

1. I believe in always pushing yourself to do better the next day

A great inspiration is a quote I once heard from Mark Cuban, an investor on the TV show *Shark tank*. Mark states that

It's not about money or connections—it's the willingness to outwork and outlearn everyone...And if it fails, you learn from what happened and do a better job next time.

Cuban, 2015.

This tells us that money and connections are not life's wealth, but simply possessions that will get you nowhere in life. Cuban suggests that only through working hard and having that willingness to make it to the top against all odds is what will fulfill us as

human beings. I believe that by pushing yourself to do better every day you will inevitably become the best version of yourself and eventually achieve self-actualization (Mcleod, 2007).

Keyword: Respect

You are not entitled to your opinion. You are entitled to your *informed* opinion. No one is entitled to be ignorant.

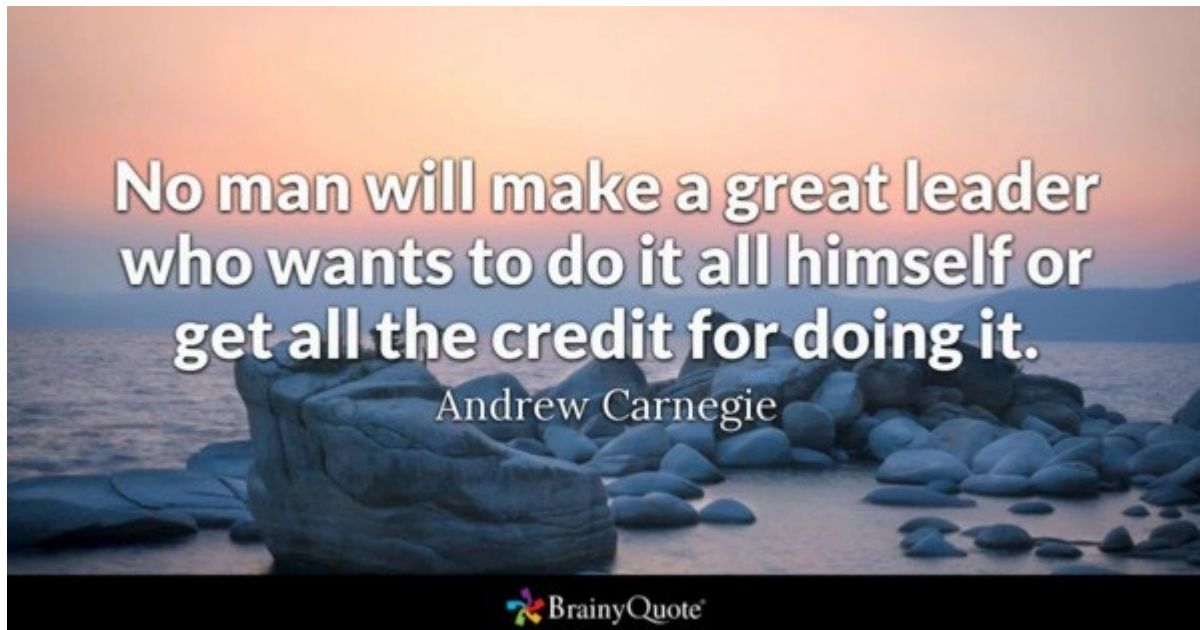
Harlan Ellison

4. I believe one should always respect others' opinions, especially when it differs from ones' own.

I believe that we should value other individuals' opinions, especially when they differ from our own. Opposing or contradictory opinions, whilst can sometimes be disheartening, they also provide room for constructivism and allows room to grow and develop. There is even a chance that by accepting and attempting to understand others we could become enlightened to a new, better way of thinking. Only by fostering

openness and honesty within working relationships is the only way for everyone to do their best work.

Keywords: Credit & Deserve.



7. Credit should be given to those who truly deserve it.

I believe that those who do remarkable work deserve to be recognized for their achievements. I believe in fairness and empathy when dealing with other's accomplishments and being humble, even when it pains you greatly. I believe although we are equal, those who are outstanding deserve the credit and deserve to be rewarded for their brilliance. Furthermore, I believe that upon receiving credit, reward and praise, we should be humble and respectful to the feelings of those around us who may not have achieved as greater heights as us. While both viewpoints can differ on this matter

and often do, I also believe that we should unite in all of our accomplishments and support, praise and gratify even the smallest of personal achievements in life for ourselves and each other. A final note to this manifesto point is that I believe that underachievers, plagiarizers and direct replicators should not receive credit for passing off others work as their own, or for underhandedly using others to gain achievements and advancements in life to better their prospects. We are all equal and no man, woman or child should be denied their own personal greatness.

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