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Task 1 Observational Writing

'In our way or another, everyone is equal (C, Wright Mills – Understanding Media Semiotics pg. 8), how everyone should be themselves and to respect people and give people a chance to be who they are. And how an advertisement; how it 'derives from the medieval Latin verb *advertere* which means to direct one's attention (Understanding Media Semiotics pg. 179) can give someone inspiration for those to have confidence in themselves. However, there is more behind an advertisement like how 'it is a matter of studying human groups, of defining motives and attitudes' (Barthes Image Music text pg. 15), enabling the audience to have a positive attitude with a boost of confidence as well and how perfume advertisements can be referenced as 'bold and uncompromising' (Culler Jonathan Saussure pg. 13) to draw the audience/readers attention and to change people opinions about the object, clothing extra. This text will show a perfume advertisement, with references to theories of semiotics to show a new way to see things.

In 2016, the launch of Modern Muse Eau De Rouge featuring Kendall Jenner shows me that it is a perfume advertisement that shows a woman leaning up against a pillar next to a bush of red roses which have multiple meanings behind known as Polysemic how the colour red means the thought of war, courage, anger, health, and life. However, roses would show another perspective of meaning it could be shown as a sense of sensuality, luxury, elegance, and a sense of discretion. Combining meanings more shows a sense of Danger but with a hint of creativity and confidence for the whole image itself. However, the Connotation for Modern Muse Advertisement is that it communicates a sense of power, energy with hints of danger, and a creative mindset considering the caption 'Be daring. Be an Inspiration' explains to me that it is trying to tell the audience to be a bit adventurous and be yourself and become an inspiration and how you can achieve anything. Even though a picture has a thousand words, the lettering in some of the advertisements have some meaning behind them too; an example would be "MODERN MUSE" with it being in capitals tells me that is the most important section of text due to the fact it is the title of the perfume, which is what readers would notice first out of everything. Although that is not the only part that has text there is a smaller text located at the bottom and how the width has changed but it does show the same font, so it shows that it still has some importance considering that it is the name of the brand, and the font is in serif font shows me that it is a professionally done advertisement. Although, there are two main techniques used by advertisers are positioning and image-creation. Positioning is the placing or targeting of a product for the right people (Understanding Media Semiotics pg. 183) an example Modern Muse Eau De Rouge shows that it would be specifically for a female audience, not a male audience which creates a recognizable character for it to appeal to specific consumer types. (Understanding Media Semiotics pg.183)



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