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Tasks in the order I received them:

Task One: Semiotic Analysis (Ryan task) = 501 words

Task Two: Manifesto (Julia Task) = 483words

Task Three. (Jon Task) = 527words

Task one (Ryan's Task) 501

In this modern and materialistic world where you're still judged on ethnic background or your wealth, your class people's ways of seeing are defiantly based on the beliefs they have grown up with "seeing comes before words. The child looks and recognizes before it can speak" (John Berger, 1972) It can all change depending on what environment you see an image in, to how it makes you feel, what it actual is to you whether you're bothered or not. "The relation between what we see and what we know is never settled." (John Berger, 1972) We learn through sight, when someone's happy we can tell by just looking at them "yet the knowledge, the explanation, never quite fits the sight." (John Berger, 1972)

"Humans naturally seek meaning out of the things they interact with, and semiotics attempts to determine how and why people find meaning behind such objects" (Chandler, 2018).

In such a materialistic world we live for meaning we live for reason. Some people have reason some people don't. In 2013, three radical Black organizers- Alicia Garza, Patrisse Cullors, and Opal Tometi created a black-centered political will and movement building Project called #BlackLivesMatter. It was in response to the acquittal of Trayvon Martin's murderer, George Zimmerman.

At a time where #BlackLivesMatter protest were the headline of the news globally and police brutality was a reality being shown to us on the news everyday people were reaching for solutions for saviours, looking to influential people to guide us in the correct way. Companies using this distress in the public as a selling advantage, if they were seen siding with the people who were down there sales were going up.

A misunderstood semiotic in an advertisement can be detrimental to its success as Pepsi soon found out after releasing this advert.



An image from a Pepsi ad posted on YouTube, starring Kendall Jenner and featuring the song “Lions” by Skip Marley. Pepsi Global, via YouTube

Using a well-known reality star Pepsi really sets its self-up for being in the public in the ad. Jenner is shown in the advert stepping away from modelling in a photoshoot to join a crowd of diverse peaceful protesters. A semiotic to the #BlackLivesMatter protest going on at the time of the ad. The protesters cheer after Jenner hands a can of Pepsi to a police officer who then sips the Pepsi and smiles at his colleague.

Throughout the advert, the march, actors, and the Pepsi can are all objects or concepts that act as symbols to connect with the cultural ideals of commonality, unity, and the drive to make a statement in order to create a connotation between Pepsi and these ideals.

“if only daddy would have known about the power of Pepsi” (Bernice King, 2017) Not

Everyone feels as if Pepsi hit the mark on this advertisement the symbols are there

People are making the connection but it fails to give the situation the genuine significant

Of the issue that people face on a day to day just for looking different. “The way we see things is affected by what we know or what we believe” (john Berger, 1972)

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An image from a Pepsi ad posted on YouTube, starring Kendall Jenner and featuring the song “Lions” by Skip Marley.Credit...Pepsi Global, via YouTube

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Task Two: Manifesto (Julia's task) 483

1. Always be truthful to your practice
2. Try not to pass judgements on situations you have half the facts for.
3. Everyone is entitled to an opinion
4. Separate the truth from the insane
5. DO NOT agree just because they do
6. Learn about everything you can
7. Look for policy's not what shoes they wear
8. Optimism is okay, delusion is not.

1. Always be truthful to your practice.

I believe to have a good practice and to be truthful to that practice you need a basic understanding of all areas to your practice, knowing how to use my camera, what my IOS will determine in my different lighting situations. "many new digital photographers do not have the basic understanding or skills of a camera usage that good photographers should have" (Tony yeung, 2013)

I think it's crucial to making an image and to be able to understand what light will have a certain effect. I do not think it's as crucial as an observer to know any technical terms to have an emotional response to your work but to create that emotional response you need an understanding of what could create that kind of response.

7. look for policy's not what shoes they wear.

You cannot like someone and they can still have valid and believes that could help you in your life, vote for the politics not the people most politicians will have something in their closet

you won't agree with.



“focus on one particular issue you care about the most and vote for the party that stands for it the best.” (Paven Sharma, 2017)

one example of the people using their hearts not their heads does anyone really know

Corbyns views on the EU and what political policies he had to offer during the EU referendum or we just know he's a man that wears his heart on his shirt. “Corbyn played an equivocal part, with no strong strategy, losing confidence from his own party” (Paven Sharma, 2017)

Just know what your voting for not just who.

8. Optimism is okay, delusion is not.

I am the biggest optimist going I will always hope for a good outcome and always hope for the world to be a better place over night I just won't believe that it could happen. World peace is a long way off from where we are now with Donald Trump as the most powerful man in the west. “optimism is seeing a great building fall and being willing to envision and hope that a better one may eventually rise in its place.” (David B Hayes, 2014)



Hope is not the issue, hope keeps us going sometimes even thinking one person could make a difference on a massive scale that's good. What I won't expect is thinking difference will happen in a snap of your fingers, difference takes time, work, optimism we have no time for delusional optimism though! One step at a time, unless you have awesome leaping skills and a safety net. "when it comes to how we think, negative is not the only alternative to positive" (Barbra Ehrenreich 2009) I don't want to think bad things all the time that's not it I just want there to be a realistic expectation to the amount of good there is.

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Task three: (Jon's task) 527

A practical reflection on the uses of traditional and modern techniques used to create an image. How we build an image up will dictate how it gets seen.

To create an image effective enough for an emotional response you need an understanding of what goes into creating an image. Like the location is this a special place for the subject?

What expression has the subject got on their face, are they happy? Sad? Is there colour in the image that could represent an emotion?

Photography made me grow and forced me to understand more before making a judgement. You also need an understanding of the human mind "and to the degree that the individual maintains a show before others the he himself does not believe, he can come to experience a special kind of alienation from self and a special kind of wariness of others"(Erving Goffman, The presentation of self in everyday life)

The work I think of when thinking of this passage is work focusing on my mother at a time she was very ill. I was In college, working not paying much attention to my parents until my mum became ill. The work consisted of several portraits of my parents in and out of hospital showing how they coped together and how my dad gave up most things to look after my mum. It makes me think of this work simply because my dad kept up with an appearance that he wasn't struggling to keep the needed attention on my mother but in some portraits of him on his own he looks alienated and concerned for their future. Seeing and experiencing that it gave me more depth and a need for more meaning. It was a very low time for me so my photos were dark low exposer to really exaggerate the shadow and the dullness I was feeling After experiencing that I looked for ways to create and emotional response, something close to what I felt well making my work. I started to use symbolism like colours maybe shapes in

my final prints to try and give the audience a realistic emotional art piece. “symbolism is one of the most important elements to giving your art depth. It can be in the colours of a painting, the metaphors in a poem, or the setting of a scene or book” (Howtoscreamincolor 2015) This understanding of symbolism gave me a chance to better my practice through experimenting using different backgrounds, using brighter lights for a happier lighter setting, inserting different colours in different sections of the image to just indicate an emotion, red for anger, blue for sadness or yellow for happiness. Use obvious symbols that everyone knows to gain there understanding but use them subtly so it’s not too overpowering that they can’t think for themselves.

When the audience is reacting to an image that’s been created with a powerful emotion Attached it important for it be understandable but not obvious. People don’t like being told what to do or think especially not how to feel, indicate to them what your feeling through symbolisms they can understand and pick up on.

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