

Student Name: Anna Eynon

P Number: 2004102

Programme of Study: Surface Pattern Design

Module: ADAD4018

Ways of Thinking Lecturer's Name: Julia Lockheart

Tasks in the order I received them:

Task 1: Manifesto Writing=

Task 2: Observational Writing = 294 words

Task 3: Practice-based Writing =

Task 2: Observational Writing

In Roland Barthes' text, *Image, Music, Text* (1977), Barthes puts forward the idea that a photographic message is a continuous message. We can deeply analyse an image continuously as visual stimuli are full of information and hidden meanings that we have the opportunity to interpret. Barthes describes photographic images as 'a message without a code'. To explore this, I will introduce a MAC cosmetic advertisement.

This is an advertisement for the cosmetic brand MAC. Specifically, the ad is marketing the Strength Collection that MAC released in 2013. This advert is striking because it uses a body builder, Jelena Abbou as the model. This opposes the 'normal' slim model body that we see in most beauty adverts and magazines. Her body is being glamourized which gives women the message that you don't have to fit a stereotype to be beautiful.

The pose she is in makes the connection between her physical strength and the makeup's strength.

This puts emphasis on the idea that women will feel and be seen as strong by others if they wear MAC's makeup.

The monochrome colour scheme in the advert is very different from typical beauty adverts where standard feminine colours would be used to glamourize the product. In this case, our focus is less on the pretty colours and more on the message being given; women are strong!

There is a small amount of written information in the advert. Anchorage text is used to fix the meaning of an image. In this case, the word 'strength' is written in capitals at the top of the advert directly under the brands' name, this gives a definite relationship between the two and shows us that wearing MAC makeup means you're strong.



Bibliography

Barthes, R. (1977) Image, Music, Text. London, Fontana Press.

Figure 1. Mac Strength Spring Makeup Collection, MAC advertising campaign. Accessed from:
<https://www.ifashionstyles.com/lifestyle/mac-strength-spring-2020-makeup-collection.html>

[Accessed on 31st October 2020]