

Student Name: Misha Lakhani

P Number: 1906030

Programme of Study: (Film & TV) Contextual Practice

Module: M4X01560

Tasks in the order I received them:

Task One: Semiotic Analysis (Ryan task) = 483 words

Task Two: Manifesto (Julia Task) = 502 words

Task Three. (Jon Task) = 511 words

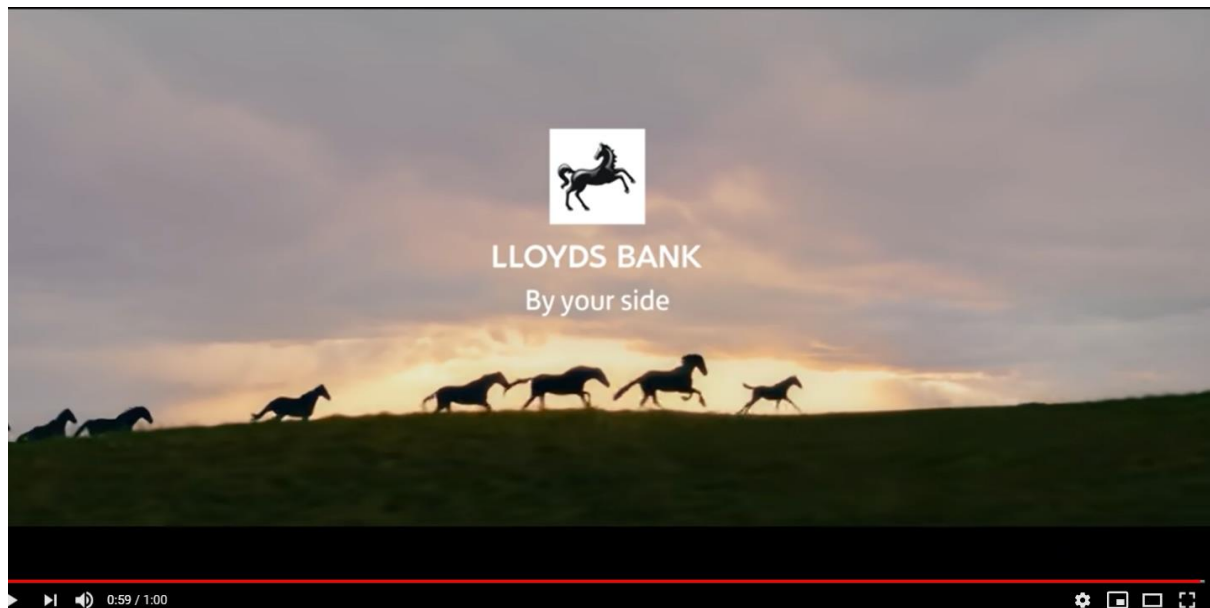
FIRST DRAFT

Task One: Ryan Moule-Observational Writing: Identify an image and write a semiotic analysis

In the age defined by social media and technology, how does a constant stream of images change the way we read them? The average person sees millions of images in their lifetime. As technology advances, the number of images we see also increases with each generation and they become easier to access.

Plato's theory on the "*Allegory of the Cave*" can relate to the modern age of technology as people are led to believe what they see on the internet, as opposed to what is proven to be true. In this modern age, if you put an image in front of someone, they are more than likely to believe what they see, rather than research the image to find the true meaning behind it and how "*we are all to some degree living our lives in the shadows*".

We learn to see things in a certain way from the people around us. We are taught the difference between language and concepts. For example, a cup being the name of an object (*the signifier*) (*Image, Music, Text Barthes, 1977*) that we drink out of, and the meaning of the object being something that holds liquid (*signified*) (*Image, Music, Text, Barthes, 1977*). I will be using semiotics to deconstruct the heartfelt and empowering Lloyds Bank Epic Journey advert.



Lloyds Bank – Epic Journey Advert, 2019

In May 2019, Lloyds Bank launched the “*Epic Journey*” advert. The advert sends a powerful message to its audience using colour, audio, and imagery. We follow the “*epic journey*” of a black stallion horse and a baby foal. They both gallop through beautiful scenery before meeting with other horses and continue with their adventure, running off into the sunset together. The song “*Look After You*” by Aron Wright is heard playing in the background, and he uses powerful words such as “*I will guide you*” as a way of Lloyds bank promising to look after their customers. At the end of the clip, you see the words “*By your side*” which symbolises a sense of unity. The word “*Your*” sends out a more personal message, speaking directly to the audience and drawing them in.

Dark colours denote a sign of loss and fear. In the book *Colour Psychology* by June McLeod it states “*colour is powerful; it can alter a space, enhance a particular mood and excite the senses*” and I feel this applies to the bright colours from the advert as the sunset represents warmth, joy, and freedom.

It also states “an image is presented as a work of art” and “assumptions concerning: Beauty, Truth” (John Berger, 1972, pg11). I think this is a good reference to the black horse as it’s beautiful creature to look at, keeping the audience engaged with the advert. By all the horses running together could represent a bringing of people together and the bank’s way of saying they will always be by their customers side to support them.

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Lloyds Bank – Epic Journey Advert Video Clip (2019)
<https://www.youtube.com/watch?v=lr3ybKC44XQ>

Task Two: Julia Lockheart-Manifesto Writing: “What do I believe in?”

- 1.** Sometimes you will never know the value of a moment until it becomes a memory.
- 2.** Intuition is real. Vibes are real. Energy doesn't lie. Tune in.
- 3.** Love yourself first because that's who you will be spending the rest of your life with.
- 4.** We all bleed the same.
- 5.** To find your true purpose, you must first go within and soul search.
- 6.** Believe in yourself and you can achieve anything.
- 7.** Honesty is the best policy.
- 8.** Always challenge yourself – it's the only path that leads to growth, achievements, and success.

Keywords & Images



2EmpowerThyself, What is the Higher Self? 2014-2016

2. **Keyword: Intuition**

Sonia Choquette's book *Trust Your Vibes* states, "In order to trust your vibes, you must first be able to sense them-and to do this, you must quiet your mind." (pg41)

This powerful quote speaks volumes. Every human being has a higher conscious which is connected to our soul and spirit. For example, if you meet someone for the first time and you get an odd feeling whether to trust them or not, then that is your intuition speaking to you. So, by "quieting the mind" and listening to our inner self, we can trust that the universe's vibrational energies will help us to make the right decisions in life when it comes to our senses and "gut instinct," just like Al Pittampalli also says in his read "From the time we are born, we constantly seek out patterns in our environment". Your intuition is a powerful tool and will benefit in every circumstance you encounter.



10 Little Ways To Love Yourself In Your 20s, When You Feel Like You Need It The Most, 2018-2019

3. Keyword: Love yourself.

Sharon Wegscheider-Cruse says in her book *Learning to Love Yourself: Finding Your Self-Worth* "How do we know when a person has positive self-esteem, self-worth, or feels good about themselves?" At certain points in life, we experience highs and lows of emotional patterns that impact us from the people we meet, the relationships we develop i.e. love, friendship, family, everyday circumstances, and the world around us as a whole, but firstly learning to choose yourself enables us to reach desired goals, whether it's getting that dream job, or travelling the world. Barbara Louise Murphy in the New York Magazine states: "*she will choose herself and plant her standard where her talent, endurance and desire lead her.*" (pg5) Our strengths and life experiences make us who we are, because if we don't take the first step to believe in ourselves, who else will?



Equality. Osnat Tzadok

4. **Keyword: Equality, same.**

For years, men, women, even animals have been fighting for their rights, which has shaken up the world in a positive and negative way. Throughout each generation, people often judge each other on anything which creates a division in terms of personal relationships, status, social class, ethnicity, diversity, and society. Equality is important, whether that's to do with race, gender, religion, or culture. The world has been separated by War, greed, and chaos, but also brought together by love, peace and harmony. *Stuart White* says in his book *Equality* that "Such a society is one in which some feel they can look down on others and others feel they have to be deferential to people higher up the status hierarchy," We're all same, yet different, and by embracing those facts is what makes us uniquely beautiful - both inside and out. At the end of the day, no matter what or who we are - we all have a heart, and we all bleed the same.

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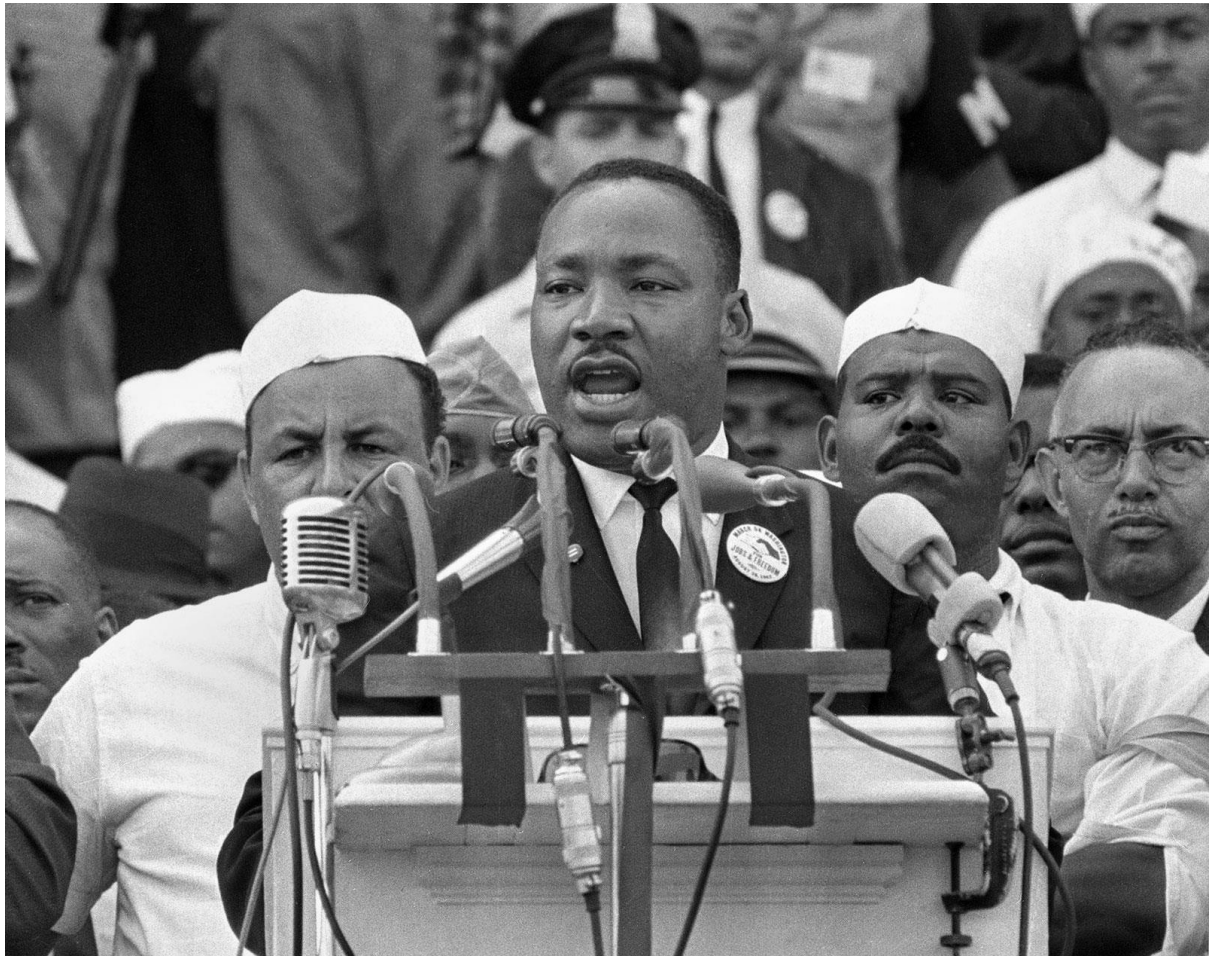
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Task Three: Jon Pugh – Reflective Writing: “Do you know what you think?”



Martin Luther King, Jr. American Religious Leader and Civil-Rights Activist, “I Have A Dream”

1. What was happening to influence the creation of the work when it was made?
2. What was the work and how did it fit in or stand out in its time?
3. What impact *did* the work have and *does* the work have today? Including the impact upon you of course.

During the 1950/60's in the United States, Martin Luther King, Jr. fought for equality and justice in American civil rights for people. Other major impacts that also happened during that time were The Cold War and Rosa Parks, “*struggle against racial discrimination and segregation entered the mainstream of American life*” with African Americans fighting for equality. People were restricted everywhere, to even from where they could sit on buses, like when Rosa Parks refused to move for someone of white skin.

The image above is an iconic one of Martin Luther King, Jr. in 1963 protesting his rights to thousands of people in Washington. People gathered that day as they listened to his powerful and famous “I Have a Dream” speech “*We must forever conduct our struggle on the high plane of dignity and discipline.*” (MLK, 1963) “*“civil and human rights, freedom and equality, and social justice.”*” (Clemons, Brown, Dorsey 2017). The speech is so empowering, with his

predictions becoming true, helping to fight for racial justice. This not only impacted the American nation, but worldwide, like he says in his own words *"I am happy to join with you today in what will go down in history as the greatest demonstration for freedom in the history of our nation."* and *"Let us not seek to satisfy our thirst for freedom by drinking from the cup of bitterness and hatred. We must forever conduct our struggle on the high plane of dignity and discipline. We must not allow our creative protest to degenerate into physical violence. Again and again, we must rise to the majestic heights of meeting physical force with soul force."*

Troy Jackson also says about Martin Luther King, Jr: *"He would experience a daily battle, facing weapons as varied as the unspoken word, letters, phone calls, and even bombs."* The severity of his protesting for racial rights became so prominent, that he was sent to jail in Birmingham, Alabama, USA, to which he wrote a letter from there, expressing his concerns for injustice. King, along with many other protestors didn't agree with violence, and stood up for their rights by going to jail. He became such a powerful leader and activist that people even tried to stop him from doing marches and other types of protests. Sadly, however, he was assassinated at age 39 in 1968.

Martin Luther King, Jr. is inspiring, to me, and others, that he risked his life knowingly fighting for the next generation, wanting people to unite as one. *"He led 42,000 silent marchers."/ "The irony and sadness was towering; the death of the man who had preached nonviolence had provoked retaliatory ferocity, against which he had preached all his life."* (Bruns, R 2006). These brave acts inspired many other people of the world, with King becoming a major influence during that time and even today. His story is enough to touch anyone's heart and as an "honor of King," he went down in history, living on forever.

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