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Introduction

Throughout this essay, I will be discussing my three keywords and what I have found from gathering research and using my own personal knowledge on the topics. I have decided to choose the words Gaze, influencing and colour as my three keywords as I find they all relate to each other in different ways, and I am very interested in each topic. When exploring each topic, I will be looking at theorists or key thinkers for each keyword to back up my statements and to further my knowledge of their practices. The theorists I have looked at are Laura Mulvey for Gaze as her theory stood out to me as she talks about how women are only looked at from a male's point of view in film. Next, I looked at Stuart Hall with his representation theory and how things form from meaning and language and finally, I looked at Sir Isaac Newton's and his colour theory where he found colour through light.

Gaze

The male gaze has been around for centuries and is still done today. The male gaze is 'a sexualised way of looking that empowers men and objectifies women.' (Loreck, 2023) it is mostly done in tv shows, movies, video games and magazine articles.

A video game that is known for its male gaze is Tomb Raider where you can play as Lara Croft whose outfits were quite skimpy. Lara Croft was known for her short shorts and model like figure the game was aimed at young men and boys and became a hit overnight. As the game was getting popular more people had something to say about Croft's appearance as the Guardian stated it's just 'a polygonal sex symbol, gracing the pages of lads' (MacDonald, 2022) as more games came out Croft is now seen in full length trousers.

Laura Mulvey's theory is 'Hollywood cinema was structured along a threefold gaze that looks at women from a male point of view and regards them as mere (sexual) objects.' (Johanssen, 2023) She believes that in film women are just there as objects to men and they are not seen as intelligent or hard working women. To support this, I found the cast of Morden Family which is a TV show about your typical family and their daily dramas. When deconstructing what the women do in this show Mulvey's theory does relate. The first young woman (Haley) is a ditsy teen but loves to party the next woman (Gloria) is a non-US citizen, who is seen for her looks, her husband is much older and richer, so she doesn't work. The next young woman (Alex) is smart but has no social life and just focuses on school the last woman (Claire) works for her father and, her husband is the breadwinner of the family. They are also all petite and very pretty women. So going back to Mulvey's theory women aren't given the best view even in a tv show that has been running for years they still didn't

bother to change one of the women's storylines to make them more successful to give other women motivation and encouragement. When looking at the directors of this tv show I found that it was directed by 11 people and 8 of them were men 'men decide how women are encoded in the text at each stage of the production.' (Media-Studies, 2022) so this quote resonates with just one tv show out of millions.

Barbara Kruger is a well-known artist and feminist, her artwork challenges the cultural norm, and she does this by manipulating black and white images with block text over the top. I knew about Kruger as I used some of her work as inspiration for my GCSE project. Kruger is a feminist and she stated that 'women are powerful in their own right, enough to acknowledge the gaze but not let it impact them, as the male gaze is merely a "nuisance".' (Cindy, Unknown) she made a piece that said 'your gaze hits the side of my face' most of her work is to do with male gaze or feminism and she does it in such a cleaver snarky way to such as the 'we don't need another hero' with a little boy showing his muscles.

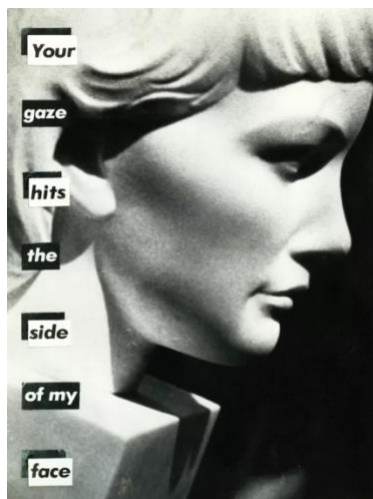


Fig 1 (Kruger, 1981)



Fig 2 (Kruger, 2010)

Kruger also made a piece for W magazine with the celebrity Kim Kardashian where Kim was naked, and she covered her up using pieces of text saying 'It's all about me - I mean you - I mean me' This was at a time when celebrities were putting it out there that magazines were editing them to look skinner and tweaking their skin and makeup to make them look so called perfect.

I chose this topic because I believe that women shouldn't be seen as sex symbols and only look good when they are wearing next to nothing. I believe that women should feel empowered by the work they do or their own personal achievements. So many young women are afraid to leave the house by themselves in case they get catcalled or are approached by men as they never know what their attentions are. By looking into this topic, you can see that artists feel the same way and express this through their work which is inspiring.

Influencing

Influencing is a huge part of our society and it's only come into play in the last 10 years since social media has come about 'Social media have changed how buyers and sellers interact, and increased involvement through social media may yield positive results for sales organizations' (Agnihotri et al., 2015) It all started about ten years ago when vlogging and YouTube became popular. Most of the popular people on the platform started it as a hobby and it became a full-blown job for them as they could earn a living from posting videos as the platform would pay them based on views. '2009 was the year that saw a huge influx of bloggers and YouTubers.'

(Richardson) I believe that if you want your brand to stay relevant you need to have a social media presence as it will boost your sales especially if people see their favourite celebrity using that product or wearing that item 'Three in five people who say their purchases are impacted by celebrity endorsements (62%)' (Nolsoe, 2020).

A theorist that comes to mind is Stuart Hall as he believes 'Representation is important because culture is always formed through meaning and language, in this case, language is a symbolic form or a form of representation.' Prentki, T. (2020)

From this, I believe that representation is key for people in the influencing industry as they need to have a good representation for brands to work with them and for their followers to buy the products and love them. He also said in one of his books 'Meaning depends on relationship between things in the world – people, objects and events, real or fictional' (Prentki, 2020) This backs up my point because if brands or people in the influencing industry want good representation they need to have gained a relationship between them and the people who are buying their products or their followers online.

One example of this would be the L'Oreal Telescopic Lift mascara. A famous beauty TikTok star Mikayla Nogueira who has over 14.6 million followers on the app posted a video promoting this mascara but in the videos, viewers realized she had put false lashes on and said that was the outcome of using the mascara. From this, many of her fans didn't trust her anymore and wanted an apology which never came. NBC News reported on the matter and said in their article 'When a viewer asked Nogueira if she was wearing false eyelashes in the promotion, she said, "Nooo, just three/four coats and my tight liner."' (Tolentino, 2023) This shows that from this she is going to get a bad representation and many brands won't want to work with her because of this and her loyal fans won't want to support her and continue to follow her.



Fig3 (Hauge, 2023)

On the other hand, you have influencers like Molly-Mae who claimed her fame from the popular ITV show Love Island back in 2019. Since coming out of the show along with a boxer boyfriend Tommy Fury she has taken the internet by storm 'Molly-Mae is the highest earning contestant to come out of Love Island, landing multiple brand deals and starting her own company. ' (Ross, 2023) She has been in the influencing

game since she was a teen and has come so far since coming out of the Love Island Villa she stated in one of her YouTube videos that a brand offered her one million pounds to work with them but she turned them down as she didn't relate to the brand and their values which her viewers praised her for as they know what she posts and brands she works with she either uses them herself or she believes her viewers would like the items.

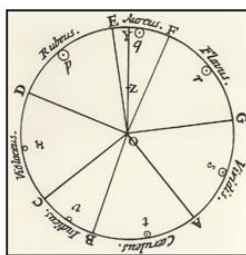
The reason I picked this as my keyword is because I am very interested in the influencing industry and would maybe want to work in it but from more of a marketing prospective as it is becoming more popular to work with influencers with their posts and brand collaborations. By looking into this topic you can see the positives and negatives social media and influencing can bring and how fast you can lose trust in people you look up to.

Colour

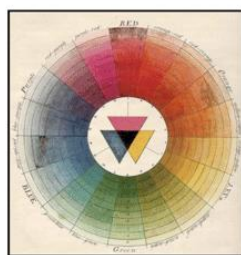
Colour can be found everywhere and it is a key element for artists, fashion designers, teachers and so much more. Through this part of my essay, I will be exploring how colour is vital to our lives whether you are an artist or a person who doesn't work with colour. I will use colour relation theory to explain this and theorists such as inventor Sir Isaac Newton and senior scientist Andrew Hanson.

The colour wheel is vital to everyone without it everything would still be in black and white. Sir Isaac Newton developed the colour wheel back in the 17th century 'by splitting white light, Newton identified the visible range of colours, or the rainbow spectrum' (Loske, 2019) from this he created the colour wheel he invented the main colours we know today which is 'ROYGBIV colors (red, orange, yellow, green, blue, indigo, and violet)' (Smithsonian, 1970)

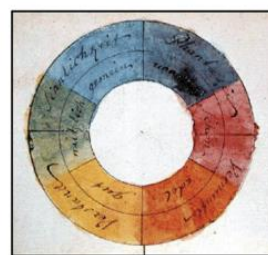
Color Wheel Evolution



Newton
1665



Harris
1776



Goethe
1810

Fig 4 - (Daniella Alscher, 2019)

Newton's theory used musical notes then when other people worked on it, they tried 'psychological theories instead' (Daniella Alscher, 2019) which leads me to the semiotic theory where we use 'framework for understanding how humans use signs to make meaning of the world around them' (Franz, 2021). Colour can give us a

meaning ‘colour come in through our eyes but it makes its way into our hearts’ (Haller, 2019) This tells us that we can see one colour, but it can make us feel something whether that be positive or negative. When looking into how us humans see colour I found a video of Andrew Hanson who is an occasional senior scientist at the National Physical Laboratory in the UK’s National measurement Institute. He did a ted talk talking about the physics and psychology of colour, in this he spoke about different topics such as what makes colour, colour constancy and how us humans see colour and the part that stood out to me the most was how we see colour.

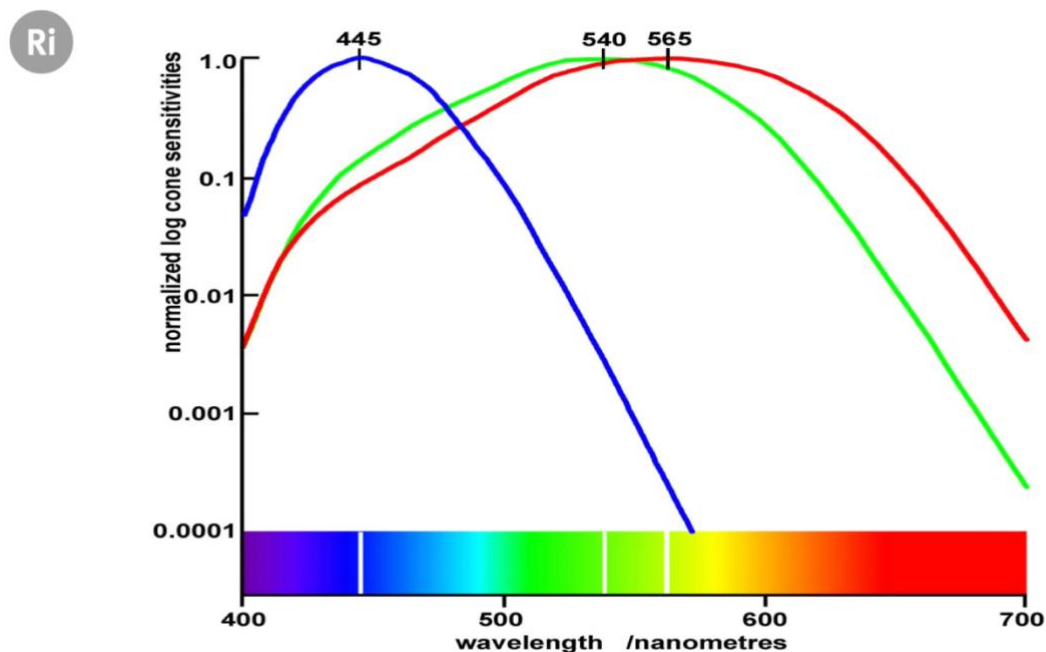


Fig 5 - (Hanson, 2018)

He stated that ‘Colour is a three dimensional perception’ (Hanson, 2018) from what he has said the dimensions would be brightness, hue and saturation which would form a colour to us ‘mosaic of sensors in the retina gives us the sensations of colour.’ (Hanson, 2018)

Colour can also make us feel a type of way and we can associate colour with objects or feelings for instance red would mean love or anger and yellow would make you feel happy or make you think of the sun this would relate to semiotics in some way as sign which sometimes need colour to help us with certain objects such as a fire we would know that a fire is large if we can see huge red flames or a lot of black smoke in the air. We know that because we are taught that fire is red and smoke is black from tv shows, movies and even in school from images.

I wanted to look into colours in advertising because I think that is quite fitting to my degree. Colours in advertising is crucial if you want your ad to stand out from everybody else's or if you wanted to promote a certain item, event etc. 'red encourages appetite, blue provides a sense of security, green stimulates harmony, orange promotes enthusiasm, purple is associated with royalty'

(DigitalSynopsis.com, 2023) McDonalds is a really good example of good colour choices because they are known for their golden arches which is a colour and if you put yellow and red in the same box your mind is automatically going to McDonalds because through good advertising and branding. Another brand that comes to mind is Pepsi with their almost royal blue colour it is so significant to the brand like McDonalds if that was put in a box your going to think of Pepsi. Why does our mind do this 'the color is an illusion created by our brain.' (Resnick, 2020) because we see these brands so much on either social media or on the tv and billboards on your way to a destination we consume it so much when we see the famous red and yellow our brains make the illusion of the golden arches or the McDonalds logo because we see it all the time.

I decided to pick this key word as I believe that colour is a huge part of my life as I am doing a creative course but also because I love to express myself through colour

and to know and look into how colours are viewed through our eyes and how we can manipulate our eyes to see other things is so interesting. Colour can also change how people view things and how it can make art work look incredible really fascinates me.

Synthesis

I found so many things interesting in my essay especially how colour is a three dimensional perception and I didn't know how much went into colour let alone how many different colours you can have. Another thing I found interesting was how powerful Barbara Kruger work is and how moved I was when looking at it. When I looked at it in comprehensive I didn't think much of it but now that I am older I understood her work so much more and it had a new meaning to it that I have never seen before which was lovely. I also found some similarities within each keyword such as gaze and influencing as famous people like to show themselves in revealing clothing as they know that would get more attention than a normal photo of them which relates to gaze as we know half naked women get more attention also colour would be a part of influencing as the people would pic outfits with various colours to pose and as we know different colours get more attention/ feelings. For my independent project I want to focus on influencing and how social media can help brands as I want to be in the social media marketing world. The question I would like to answer from my research is 'How does social media influencing change peoples prospective on how they view them'

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