

Phoebe Yorath

2000760

Ways of Thinking

Module: ADAD4018

Ways of Thinking Lecturer's Name: Martin Bush

Tasks in the order I received them:

Task 1: Observational Writing = 538 words

Task 2: Manifesto Writing = 508 words

Task 3: Practice-based Writing = 486 words

Total: 1,532 words.

Observational Writing



Figure 1: *Natalie Portman For Miss Dior 2015 Fragrance Ads, (2015)*

Whilst looking at the 'Miss Dior' advertisement poster, one of the first identifications I noticed is the use of John Berger (1972) where they use glamour of the model in the advertisement poster to sell the concept of the product. In the Dior advert they have used a very well-known and recognisable actress called Natalie Portman. She is known to be a classy, elegant, feminine character. From this poster Portman is giving us an impression of a strong, smouldering look, which denotes she is teasing, and she also gives a direct mode of address to feel like she is looking at the audience in a sultry way. Her manner is elegant, sophisticated, seductive, confident, and sleek, this is clear by the body language shown through the poster. Paul Ekman (2013) said that "everyone is constantly

semiotician, without even knowing as we are watching and examining people by looking at facial expressions, hair styles, body language to understand their emotions, we look at actresses the same way to understand how they are feeling”.

Portman is shown as an elegant sophisticated and sexual woman but also shown as a natural beauty. To a teenager they may take up a dominant reading which is when the reader agrees with the dominant ideology behind the text by Stuart Hall (2001, p. 253). Teenagers would take a dominant approach to this poster because Portman is seen as an aspirational and a good role model as she is shown as a natural beauty and to teenagers who take up a dominant reading to this poster that you do not have to wear a lot of makeup to look beautiful and attractive. This benefits women as they will feel more positive about themselves because they can feel beautiful about themselves without makeup, however this could be seen difficult to achieve to some people as they use makeup as a security blanket.

This poster could also be promoting women to be an object because she is very sexual because of the way that she is positioned and dressed in her black corset. Van Zoonen *feminist theorist s* (2007) would back my point because she says that women are shown in a very stereotypical way by the way they are dressed and positioned and are seen by others. The way young women are shown in advertisement are portrayed as objects and takes away their freedom on what they would like to be to others (pg. 104). She also states that it does not apply to boys as they get to choose what they want to be shown as and dressed like.

The denotation of the white of her wedding dress connotes Roland Barthes (pg. 7) of her shredding her skin and showing the sweet, soft, innocence side to Portman and she is then showing her darker side by the black sultry corset which stands for a strong side of women who can both represent elegance and strength. The use of having the same text throughout the poster by having the same text on the perfume bottle to the heading of the advertisement poster, this shows the use

of anchorage as they want the perfume bottle to be the same and for the audiences recognising the brand easily.

Bibliography

Berger, J. (1972) *Ways of Seeing*. London, Penguin.

Berger A. A. (2013). *Semiotics and Society*. (Applications of Semiotic Theory: People Watching and Facial Expression). Boston: Springer US

Fourie. P. J (2001). *Media Studies: Content, audiences, and production*.

Rosalind C. Dill. (2007) ('European Journal of Women's Studies'), *The difficulties and agency and 'choice' for feminism*, p.104. Doi:[10.1177/1350506807072318](https://doi.org/10.1177/1350506807072318)

Emery. J (2016). *Thinking with Roland Barthes Mythologies*. P.7
<https://web.a.ebscohost.com/ehost/pdfviewer/pdfviewer?vid=4&sid=bc92f816-d664-438e-890e-e66adc72c154%40sdc-v-sessmgr01>

List of figures

Figure 1: *Natalie Portman For Miss Dior 2015 Fragrance Ads*, (2015)

Accessed from: <http://wardrobetrendsfashion.com/natalie-portman-for-miss-dior-2015-fragrance-ads/> (Accessed on 10th November)

Manifesto

1. I believe that animals should not be poached for their tusks and horns
2. We should only be using recycling products to help save our sea life.
3. All hens should have freedom and not be caged.
4. I believe all races should be treated the same.
5. Less people are communicating face to face.
6. Tougher punishment for people who abuse animals.
7. To be kind to people.
8. Freedom of speech.

Three areas of exploration

1. I believe that animals should not be poached for their tusks and horns.



Figure 1: Bjorn Borge-Lunde (2017)

Elephants and rhinos are becoming extinct due to poaching. As discussed in Rachel Love Nuwer book (2018), that there are "30,000 Rhinos left in the world and more than 1,000 are killed for their horns each year." Also, over the last seven years more than 30% of Savannah elephants are getting killed for their ivory. The main reason poachers kill animals is because they are sold locally and for global trade. The Ivory tusks from the elephants are carved into trinkets or display pieces. Another reason animals are getting poached is that they are not just only killing them for their tusks, horns but they are killing them because they do not want them to go on their land, kill their crops and harm any other livestock. (Jani Hall,

2019). People in these remote countries are trying their best to try and stop poachers from killing the wildlife by trying to educate the public to not buy certain products.

2. Less people are communicating face to face.



Figure 2: Mustafa Ulu (2018)

In the book written by Connie Dieken (2009), she mentions that when someone's phone rings they automatically go to answer the phone and leave the person they are talking to hanging, instead of leaving the phone. There are many more short cuts in life due to technology for example, there is instant texting, facetimeing, Social media platforms these are all easier ways out than talking to people face to face. Studies have shown that using your phone, such as texting and phoning are less rewarding than talking face to face and

having physical interactions. Also, it is harder to see people facial expression over the phone rather than face to face. (Eric W. Dolan, 2018). Now we have less human contact due to the increase in social media, this has led us to have limited conversations in daily life as it has been taken over by our phones. We now do not talk to shop assistants, waiters and waitresses, bus drivers as it is all done over apps and screen communication. (Melanie Chan, 2019)

3. I believe all races should be treated the same.



Figure 3: Tyrone Turner, (2020).

The Equality Act 2010 is about, not being discriminated by your race. By race it means your colour, ethnic group, or your nationality (2020). However, people go against the equality act because there are still people that bully or make fun of others because of their race. This year there has been quite a lot of racial crimes, for example the George Floyd attack by police officers. The most visible side of racism in 2020 is in football by the ignorance of the fan's behaviour. Adam Brown, (1988) "there has been a rise in racism in professional football by 53%" and Alistair Magowan (2020) wrote on the BBC

Sports website and “he stated that a poll went out and it resulted in 71% of fans have been targeted by racism on social media”. However, professional football players are showing respect to black people because before the game they kneel on one knee to show respect to black lives and this is called Black Lives Matter.

Bibliography

Nuwer. L. R. (2018). *Inside the dark world of wildlife trafficking*. Hachette, UK

Hall. J (2019). *Poaching animals, explained*.

<https://www.nationalgeographic.com/animals/reference/poaching-animals/>

Ellis. R. (2005). *Tiger bone & Rhino horn*. Island Press, Washington

Dieken C. (2009). *Talk less say more*. Hoboken, New Jersey.

Dolan W, E (2018), Why talking on a phone is less satisfying than face-to-face interactions
<https://www.psypost.org/2018/09/why-talking-on-a-phone-is-less-satisfying-than-face-to-face-interactions-52207>

Chan. M. (2019) *The dying art of conversation-has technology killed our ability to talk face to face?* <https://theconversation.com/the-dying-art-of-conversation-has-technology-killed-our-ability-to-talk-face-to-face-112582>

Equality and Human right commission. (2020). *Race discrimination*.
<https://www.equalityhumanrights.com/en/advice-and-guidance/race-discrimination>

Magowan. A. (2020). *Discrimination in football: Reports to kick it out rise 42% in 2019-20 Season*. <https://www.bbc.co.uk/sport/football/54011669>

Images.

Figure 1: Borge-Lunde. B. (2017) *Stop Poaching is a photograph*.
<https://fineartamerica.com/featured/stop-poaching-bjorn-borge-lunde.html>

Figure 2: Ulu. M. (2018). *Cybercriminals Target Cellphone Users with Phishing Texts: How to Protect Oneself*. <https://www.musttechnews.com/cybercriminals-cellphone-users-phishing-texts-how-to-protect/>

Figure 3: Turner. T. (2020), *Crowds flanking the reflecting pool at the March on Washington*. <https://wamu.org/story/20/08/28/dc-civil-rights-protest-george-floyd-march-on-washington-2020>

Practice-based Writing.



Reflection is all around us and we reflect every day without even knowing, as we reflect on the day we have had or the work we have done. Reflection becomes important when we do work because “Reflection is an important part of learning through experience. By reflecting on our experiences, we maximise the potential of any new learning. This is particularly important when considering positives. They are often harder to recall than the bad elements of any experience.” (University of Hull)

This is a film poster about Sleeping Beauty, that I completed two years ago. The parts I really like about this poster are the detail I put into it, for example I put the green in the eyes of the main character because in Disney they use lime green for the audience to recognise the evil and jealous characters. Bandura stated that “children may rely on media portrayals information regarding typical family functions and structure,” For example in the Sleeping Beauty they show a typical stereotype of a man and a woman fall in love instead of the same sex relationship, children then could form a negative stereotype. Lauren Dundes (2019, p.2) This is shown in my poster of a typical stereotype. I feel the colours really contrast well together and create a sense of curiosity, mystery and love. In my poster, I feel like you can make a guess with the colours who the evil godmother by the colour of her eyes and the colours through her wings to show power and strength. June McLeod states in the Colour Psychology today book (2016) that “purchasing choices are made within seconds, driven by colour alone.”

My least favourite part about my movie poster is where I put the title of the film, as I felt it could either have been left out or I could have incorporated it behind the castle. I also think it takes away from the main focus of the film poster because your eye is automatically attracted to the main part. Alana Collins (2015) stated that It is important to grab the audience attention in a film poster as it encourages them to look at it. One of the influential ways to grab their attention is with pictures, flashy graphics, or iconography. I feel like my poster grabs their attention from the image, but I feel like the iconography is the downside and needs to be placed in a better. Daniela Elsner and Britta Viebrock (2013) stated in their book that “Usually, the film title is highlighted by its central position in the poster, its size, font and colour, which is often create some kind of brand recognition”. I agree with their statement as it draws you straight into the title but in my poster, I feel that is what it was

missing as the text was down the side and did not do what Disney posters are supposed to do.

Bibliography.

Dundes. L. (2019). *The Psychosocial Implications of Disney Movies*. Switzerland: MDPI AG.

Collins. A. (2015). *7 Elements of a Great Movie Poster Design*.

<https://moviepresspacks.wordpress.com/2015/10/27/7-elements-of-a-great-movie-poster-design/>

Viebrock, B., Elsner, D. (2013). *Films, Graphic Novels & Visuals: Developing Multiliteracies in Foreign Language Education : an Interdisciplinary Approach*. Austria: Lit.

McLeod, J. (2016). *Colour Psychology Today*. United Kingdom: John Hunt Publishing.

University of Hull. (2020) *Reflective writing: What is reflection? Why do it?*

<https://libguides.hull.ac.uk/reflectivewriting/reflection1a>