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Tasks in the order that I completed them:

Task One: Semiotic Analysis (Ryan Task) = 516 words

Task Two: Manifesto (Julia Task) = 510 words

Task Three (Jon Task) = 511 words

Ryan Moule – Observational Writing: Identify an image and write a semiotic analysis

Semiotics allows us to see how meaning is constructed in today's society. A semiotic is the study of where there is almost a form of conduct that involves signs. A sign could include anything which communicates with the meaning. The way we deceive and reveal things are projected from images or videos via articles and stories uploaded by press online. Semiotics is essential today, as of the false advertisement/ propaganda to influence us to think and perceive things the way the government wants us to.

An article online states 'Lithuania fears Russian invasion' (Farand, 2017). From the beginning, we are taught how the invasion is negative and violent which evidently can overrule of something. (To take control). Who is to say invasion is always linked to power or attacks? Words generate a whole new concept to the sign itself. Semiotics allows us to acknowledge and understand what we already know. There is a connote and a denote meaning towards a semiotic. The connotation meaning is an idea founded, which a word can invoke for a person in expanding on the primary meaning. Meanwhile, the denotation meaning is the primary meaning of a specific word but is defined very different from their ideas of what the words suggest to others.



This is a propaganda poster by *Pat Keely* created during World War II (1940).

The poster focuses on the narratives of males. The 2 men on the poster represent the number of men who fight or have fought in previous wars. In contrast to this, the use of 2 people symbolises companionship and support in the war. This states that when fighting, no one is alone. They are very subtle with the use of detail and uniform using more of a silhouette. This presents the poster to be reaching out to ally countries as well as the UK. (France and America).

There is a website stating the different possible meanings behind each colour. The red tends to represent love or lust towards us. Something which is affectionate. Expanding upon this, there is a website (incredibleart) which states the possible connotations. Red can also link to anger, violence, blood, and war. The 2 silhouettes are facing towards the red meaning they are on the front line going into battle. The white represents the purity and peace being left behind by the troops when they are going in the front line to fight. The peace will be broken when weapons are fired. White can also mean death. This could potentially imply they are running from death and their escape is into battle. Once the war is over, the red will begin to connote to blood and possible love from reunions with loved ones from war. Due to the choice of colours, patriotism for American and UK soldiers gave power and a purpose to fight.

The text emits hope for another successful war for beating Germany. The words highlighted in black 'We beat 'em' and 'AGAIN' merges into the sentence 'we beat 'em again'. This phrase gives off a sense of high morale for soldiers and the citizens around them.

Bibliography

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Task Two: Manifesto (Julia's Task)

Treat others how you would want to be treated

Disrespect is the key to arrogance

An artist's mind is never limited

Greed is the root to all evil

For more not for the few

Distractions are positive and negative

PMA- Positive mental attitude

Failure is the keys to success

Key Words and images

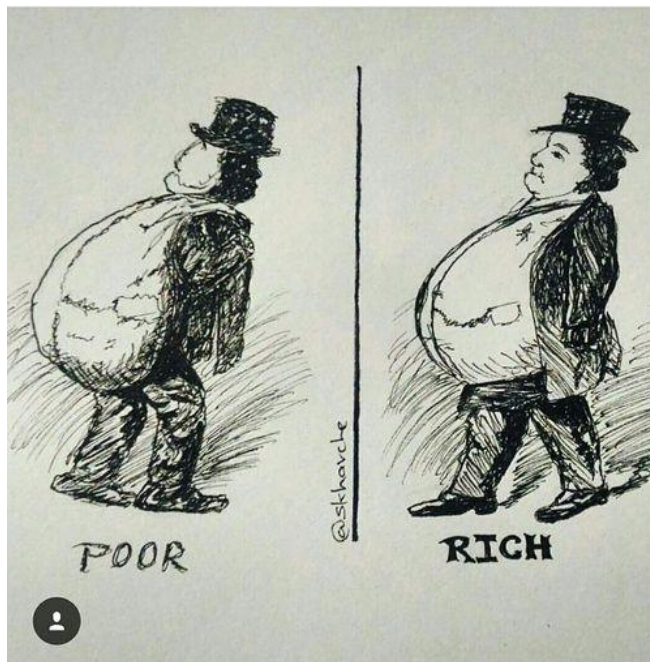
1. Never Limited



Rachel Mcculloch

In the modern era of today, some of us question what exactly is art? People can't categorise what a piece of art is and what is classed as that. It's very subjective and based upon fondness or interest for the piece. Opinions can have an impact on others which could affect the criticism on the piece whether it's well constructed or poorly executed. Discussed in an article by Marilina Maraviglia 'About art- What do we really mean' (2010) 'Art is often considered the process or product of deliberately arranging elements in a way that appeals to the senses or emotions'. They believe art should have a certain element that appeals to the viewers or community. This puts pressure upon the artist and limiting their ideas to suit the public. Art should not be subjected; art is the creation of a piece e.g. music or a painting with a tendency to have an emotional background behind it.

2. Greed is the root of all evil



The key element in this world to sustain a good lifestyle is to have money. Without money, luxuries do not come easy or sometimes not at all. To break these habitual ways, we need to reflect upon the economy of our countries and examine what could be best and how we go about changing poverty and wealthiness.

In an age with diversity between classes presented by bias representations of others, in an article online (Peachey 2019) 'Gap between rich and poor starts to widen' he states, 'The top 1% of taxpayers earn about £160,000 a year.' A solution to poverty is to simply collect a bigger percentage of the top 1% of the wealthiest taxpayers. Once someone gains a pay rise or promotion, people tend to add another luxury with the money gained. Once they have a sense of satisfaction to gain 1 luxury, they hunt for more. This is where wealth is selfish. The more income someone has the less giving they are. This can also affect a person emotionally too. Having too much power or wealth changes an individual. It is never necessarily wealth or money but as much as just a sense of something which satisfies the individual.; Greed is a drug that evidently turns people into 'monsters. Too much greed relates to a greater downfall.

3. PMA (Positive Mental Attitude)



The phrase is self-explanatory, or another meaning is to have a positive outlook on everything. This is an emotional response used from a variety of situations that one individual has been through.

An article online presents 10 ways to increase or improve your mindset for happiness. 'Positive Mental Attitude: 10 mindsets for happiness' (2018) mentions that a vast majority of our thoughts are classed as unpleasant or self-sabotaging towards ourselves. A positive mental attitude allows an individual to become more active, healthy and happy. Studies show that people who have high morale tend to appreciate little things more often and show more gratitude. PMA is essential for everyday life to submerge bad emotions, events or elements from overwhelming the individual or mind.

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Task Three- (Jon's Task)

A practical reflective analysis of a piece of a music production video advertising for a new *League of Legends* song. *League of Legends* is an incredibly popular *MOBA (Multiplayer Online Battle Arena)* which was released on 27th October 2009 produced by Riot Games. This game has over 140 champions to choose from and traditionally has 2 teams which consist of 5 champions per team. Within the game, you can level up and gain gold by killing minions and enemy champions to upgrade your character and make the more powerful.

The music video trailer '*Phoenix (ft. Cailin Russo and Chrissy Costanza) Worlds 2019- League of Legends*' shows from the very start shows visual effects on people. This connects the actual players towards the game and feels like the player is transforming and becoming one with the game or champion. Throughout my experience, I have always been levitating towards the mage champions which deal with high magic damage but are very weak in health. After seeing this trailer in which they have involved a class called bruisers, suddenly made me regain my interest to play other styles of champions. The trailer follows from the visual effects to 2 very well-known *League of Legends* competitors walking towards each other. As a viewer I feel the tension rise before going into battle, it was a very clever way of including *League of Legends* famous competitors to persuade the community that I for one, could be like them.

After completing the transition into the animated sequence of different champions fighting, they engage in war and conflict at the drop of the chorus which impacts me as the viewer the most. This is well-executed as it gains a lot of build-up between the 2 champions then a massive uproar is an outcome. It shows snippets of the world's championships which is very effective and emotional towards me. This being as I believe that I would be able to compete up on that stage. It releases goosebumps and possible hope and determination I could be one of them.

Dustin Bailey explains that "Both the song and the video are all about overcoming deep, personal fears that players have faced in moments of defeat," Riot says in a press release." Riot Games themselves, have mentioned the emotional meaning and the battle behind this song.

As one of my favourite champions were featured within this cinematic, I was overruled with joy and a sense of affection. This is because I have had experience and connected with that specific character in the game and after being immersed, it only grew stronger. Nearing the end of the cinematic, there are 3 champions on the screen split, to show the power and that

they have arisen from demons. This relates to the Positive Mental Attitude on task two. In order to overcome challenges, one must have the willingness and a positive outlook on the situation. To conclude I could see and witness the struggles and dilemmas faced by each individual champion and how that they had to fight their 'shadow' to beat it.

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