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Module: ADAD4018

Tasks in the order I received them:

Task One. (Jon Task) Reflective Writing: **Do you know what you think?** =

532 words

In this essay I will try to explain or describe my reflection as well as show the differences about pretending, acting and the performance of everyday life as all human activity could be considered as a "Performance" Bertolt Brecht wanted to make audience think, and often said that theatre audiences "hang up their brains with their hats in the cloakroom". emphasizing the perspective of the viewer in "Epic theatre" on stage, in the cinema or in everyday life everyone is performing and creating an act some of them are shocking and some no one even noticing in the theater tricks and techniques are used to manipulate emotional state in the cinema there is uniform narrative without the possibility of interacting with the audience but in everyday life we have the ability to use the interaction fully from the image through the smell, touch a small gesture or story that is associated with a

person or his origin or material status or religious believes

for me the truest kind of interaction is contact with the nature I can translate what I see

smell, feel, hear in my own way by my own experiences and experience my self being as one

with the nature if there are tricks, there are there because, I have understood what I am

experiencing deeper and therefor defriend level of experience can be archived and can

“acquired a new kind of impressiveness” (Berger, 1972)



Picture by Zalewski

Using Experimental Learning Cycle, I have created an abstract image which in some sense

created itself as I was driven by passion for exploring and experimenting with light and

shadow looking for a shapes that will construct a bigger picture

using a quote that describes this representation of an image “it may be

objected that everyday life already pushes us all into a multiplicity of overlapping and often

conflicting roles: our different areas of activity” (Fontcuberta,2014)

I explored places I like and places I don't but there is bigger puzzle to solve what am I will

point this camera at pick a path direct, narrow my vision work on a specific subject something

that full fill and energise me to keep shooting photographs will never match up to the real

experience walking on the rocks walk into the gallery breathing the smell of library hear the

waves crashing or cold wind when you at the pick of a mountain experiences like this push

me to be creative Something that has become meaningless without a story and at the same

time it is a story of progress or evolution. In a cinema actors

taking dive into method acting(Marlon Brando *Godfather*, Adrien Brody in *Pianist*,

Jim Carrey in *Man on The Moon*, Nicolas Cage *Birdy*, Christian Bale *Mechanic*

And many more went beyond normal acting as if the passion took control of the personality

or the decision of the act began to be fulfilled regardless of the consequences,

it looked to me like the categories they use to understand the subject but the subject's

are not examined as a way of thinking leads to mad acting process as Donald Schon

was exploring those ideas in “invention and the Evolution of Ideas” D Schon (1967)

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Articles

Donald Schon-learning, reflection, and change

Alexander Rodchenko Dance. An objectless Composition (1915)

theartstory.org/artist/rodchenko-alexander/

Kazimir Malevich *Black square* (1915) theartstory.org/artist/malevich-kasimir/

Research videos

Gustav Metzger- Auto-Destructive Art

Task Two: **Semiotic Analysis** Observational Writing:

Identify an image and write a semiotic analysis =543 words

Situation that we are living appearances traveling to our eyes, leading to always Changing perception of a world. Uniqueness of an image seen by the individual have defriend meaning depending on a surrounding, culture, place you live in, history of the region, live experience knowledge and so on. Pictures, graphics, paintings come to you with a piece of information, or a message to persuade us give hope inspire, arouse compassion (Roland Barthes seminal publication, *Image, Music, Text* ,1977), Barthes shows distinctions between the 'denoted', literal and connoted', its implied meaning

Berger (1972) The meaning of painting is no longer attached to them: their meaning is transmittable reviling hidden message, I will introduce 2007 Campaign

Two confronted worlds that question the values of what is necessary and what is banal for me this campaign evokes emotional conflict on one hand it feels offensive to this tribe in the sense that in their eyes those items came from the world "sold to devil "n another hand it could be exotic for people from Kenya like they are to us in front we can see two of the posters created for the Campaign called "Small Change Big diffidence

“men and women from the Samburu Kenya were posing in various positions acting as a model, holding an item, expensive accessory. Standing in their natural everyday surrounding where there is shortage of fresh water, food and basic stuff, where life is hard. Holding an “commodity fetish “Guy Debord (1994) items Showing the contrast between the state of being extremely poor and luxury life and how much those two worlds are different.

Looking at “The altered mode of representation “(Walter Benjamin 2008) of a digital picture (which is always edited) also it’s a “product of an economy” (J. Fontcuberta 2014) taken in

Samburu Kenya I can see a woman with dark skin laying on a dry ground lighted by the midday sun she has short hair, supporting her head with one hand and in her other arm she is holding a handbag made of white material reminiscent of skin leaning on her hip her legs are bent at the knees and sandals on her feet she have a dress looks like its handmade in a faded dark blue colour



girded with a leather belt, everything looks practical and thoughtful. Symbolic meaning of the picture reviling the narrative of a story where text on a picture reviling the value of an object accessories in this case and comparing them with necessity like food for a week which is 6 times less than a handbag. This shows absurdity of a western habits of consumption and shows two worlds separating further apart people in Samburu Kenya living the “real life” and people from civilized world living as “Decline of being, in to having and having in to merely appearing “Guy Debord (1967) in my opinion civilization exerts pressure to be a member of it through social media showing examples of being elegant being relaxed how to be cool, it also shows symbols/icons of celebrities Forgetting about the basic needs we are guided to forget and live in an automatic scheme created by people striving for success based on the exploitation of people who are unaware or indifferent to the fate of others.

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Walter Benjamin. (2008) *The Work of Art in the Age of Mechanical Reproduction*

Penguin; 01 edition (7 Aug. 2008)

Raymond Williams (1976) "A vocabulary of culture and society" fontana press

Articles

Steven Bradley Article on March 29, (2016) found on Vanscodeign.com An Introduction
To Semiotics — Signifier And Signified

The Key to PR Success: The Semiotic Theory by Jaclyn Stumm's PR Blog

Article about Campaign Cordaid Small Change Big Difference Revisited

<http://theinspirationroom.com/daily/2016/cordaid-revisited/>

Task Three:

Manifesto **“What do I believe in?”**

553= words

I am for meaningful relationships, direct interactions, hugs

I am against commodity consumptions

I am against commodity fetish

I am for reviling the thru nature of things

I am standing for logic against commodity

I am for authentic experience valuing things by how much contribution to my believe

ideology they have the” real good “my personal growth and contribution to society

I am for being spectacular

I am for being active, stop being passive

Stop imitate and innovate

1“Don’t imitate innovate”

I am aim to offer up a challenge the foundation of human evolution in communication.

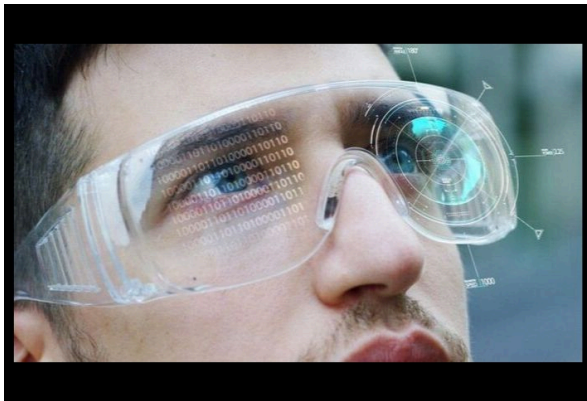


Image source www.ancientdigger.com/2009/06/evolution-of-petrograph

“No longer are the powers of myth invincible “(Walter Benjamin the work of Art in the
Age of Mechanical Reproduction, 2008, p-60)

One of the Technic of communication is using a technology available at the specific time development of a language is owed to written information, copying and translation from the beginning of the existence of humanity from drawing on clay thru paper to digital realm of information shrinking the size of reality and expanding the meaning containers holding the information, developing smarter, more efficient ways of passing the memory, thoughts

(Image sourced from shutterstock.com)



statements, laws technological development is inevitable until people want to improve their existence we have all the technics of communication from beginning

until now It's a pattern after which you can guess the next move a new means of communication needed tool to develop new ideas pass on the knowledge. In my opinion the development of communication is necessary for order harmony peace in the world copying other things is necessary only to learn from and develop on the way for bright future. But there is a risk of losing all human qualities .as going into digital binary ways of perceiving “upgrading of human sensory perception by information, generally (changed and conveyed) electronically, not perceptible with the 5 senses”.

2“Logic Against Commodity fetishism”

Pic by Barbara Kruger



Kruger is showing open statement related to material

consumption to help any viewer too

think about deeper meaning of this statement.

According to Jean Baudrillard (1967) consumption is a

proper phenomenon for

post-industrial Culture that emerged during the centuries-old process

of exchanging goods. he stated that “consumption is a myth around which

organizes a consumer society”. The Consumer Society (1998)

Barbara Kruger, *Be Here Now* “we became isolated and lose touch with our own reality and



desires” Guy Deborg

As more and more media adverts emerge and

“such information might distract from the points

being made “(Berger ways of seeing. p 43) common people can’t distinguished what’s

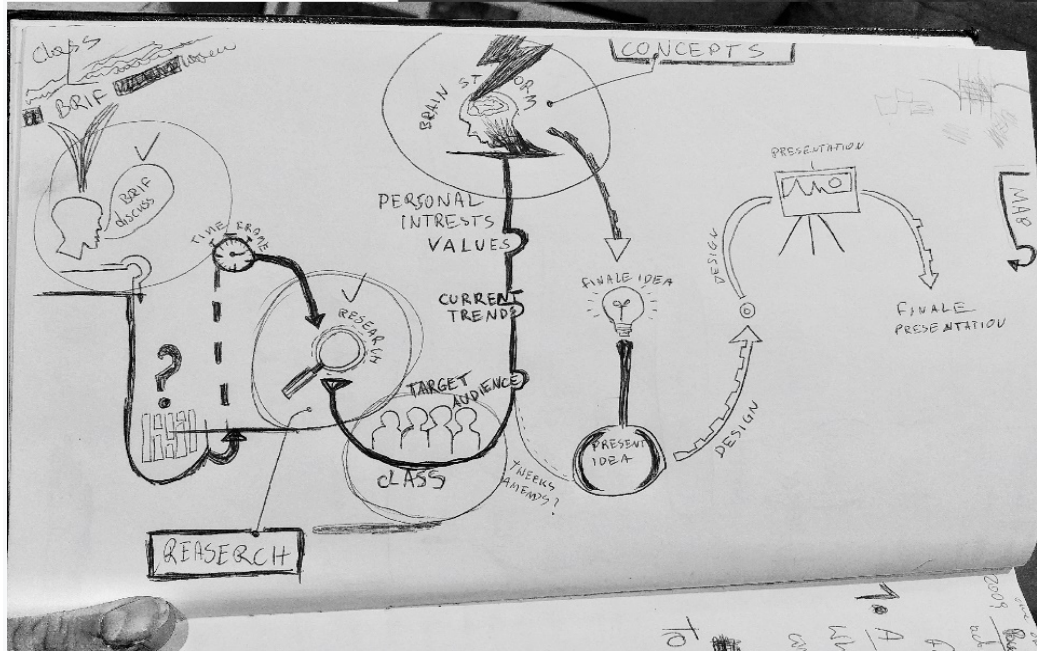
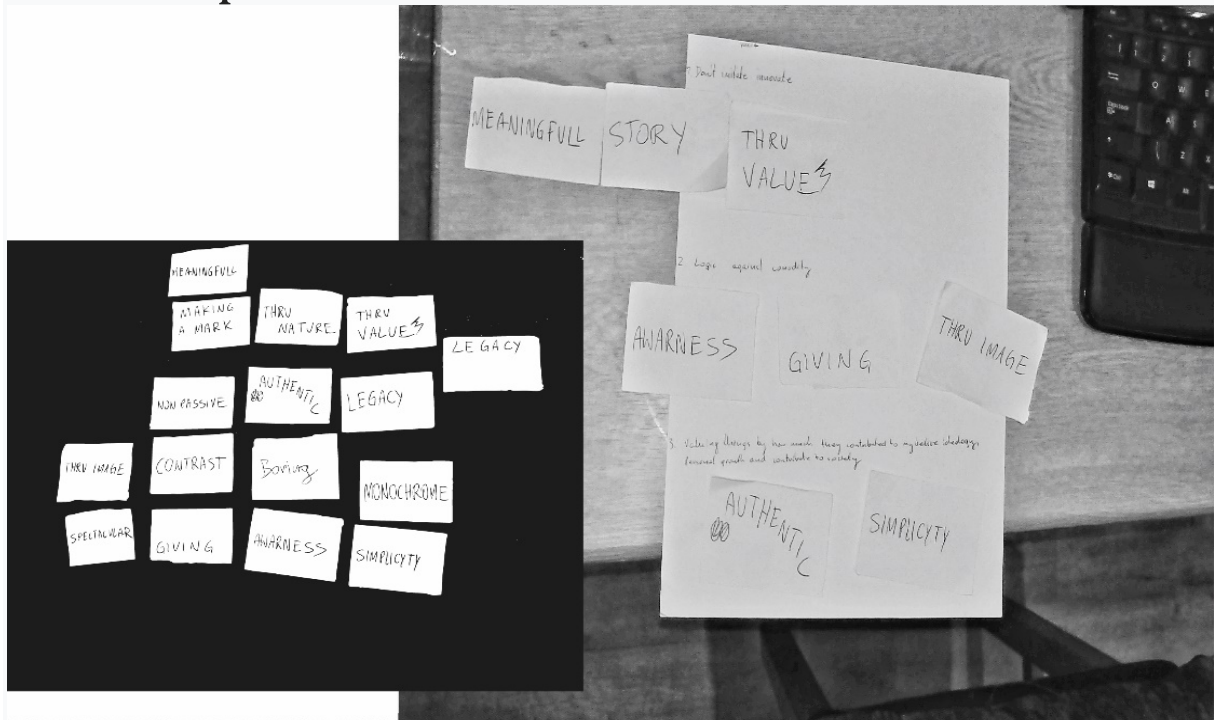
worth buying or not or ever what they need or not because to feel on trend gain sense of unity

and a sense of social satisfaction and acceptance, it is more important than what is logically good purchase, but in my humble opinion if you have a passion for what you do you don't look at the others and only use what you really need to develop your skill and grow your freedom.

3“Valuing things by how much they contributed to my believe ideology personal growth and contribute to society”

For me it is the most important to understand and know how to find value in things usually it is buried deep under layers of 'fake news' (Carson, 2018) fake identity behind masks, people put on, to blend into society or to gain something they don't even need, but when I stop and ask myself what I really want, the answer is in front. Every culture has it is own valuables, believes from a whole country thru small group to a single person “our inventions are wont to be pretty toys which distract our attention from serious things “(Henry David Thoreau, walden,1854) Words like” thank you”, you welcome” etc Actions like stepping down the elderly person's places in the queue or charity activity including giving your own time, emotional support, kindness positivity sharing knowledge has value to me.

Mind map



Key words: consumption, ideology, myth, structure, arbitrariness, code, authentic contrast, non-passive, meaningful

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