

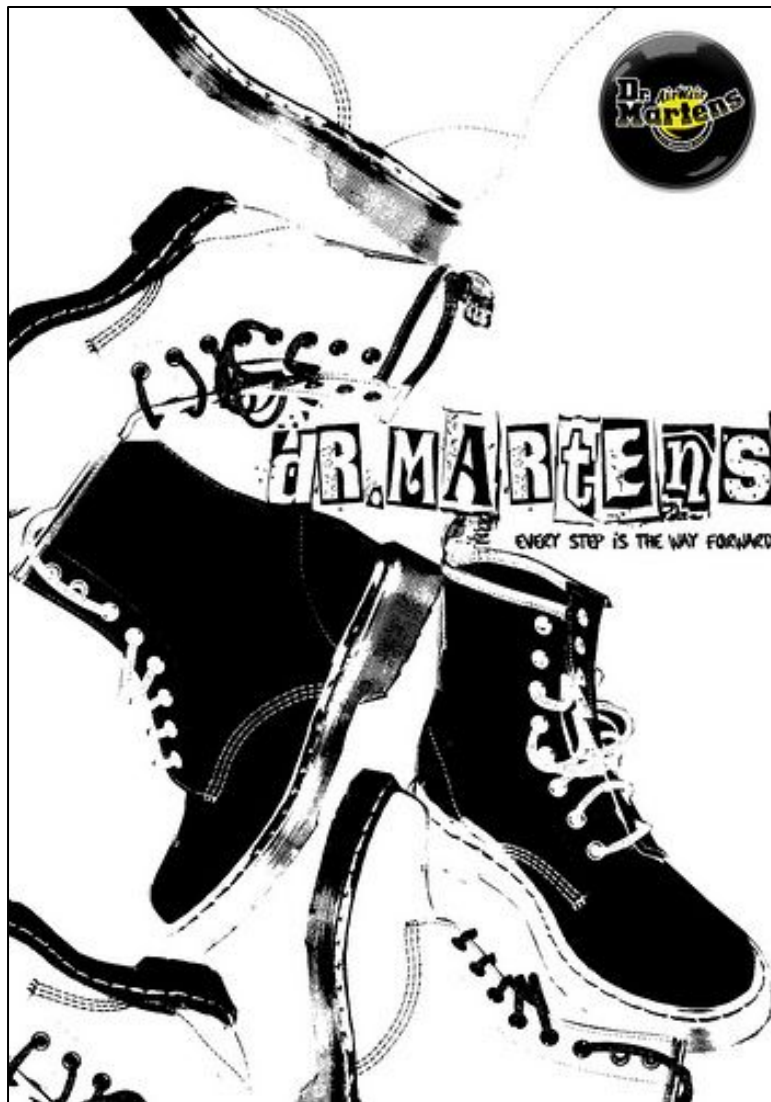
Student name: Cameron McNamara
P Number: 1901778
Program of study: Film & TV
Module: M4X01560
Tutor: Robert Jones

Tasks in the order I received them:

Task 1: Observational Writing: Identify an image and write a semiotic analysis- 561 words

Task 2: Manifesto Writing: What do I believe in?- 476 words

Task 3: Reflective Writing: Do you know what you think? - 463 words



Task 1:

We live in a world where producers use semiotics to buy into the interest of a consumer for example. Dr Martens is a brand of hard boot that doesn't seem fashionable in the conventional sense in our society but this advert does a great job of persuading the audience that they should purchase it, the authenticity shows that it is just a boot but there's a tagline saying "every step is the way forward." Suggesting energy and durability in the shoe that will obviously seem like a positive thing about a boot that is bulky to the eye.

If we're to deconstruct this advert even further we can tell that it is aimed towards a more working class society because of the way the laces are worn on the print. They are seen opened up suggesting that they have been worn rather than brand new. The obvious market they are aiming for is the punk and rock scene. The font of the brand name does a great job of catching the attention of these scenes and will almost seem desirable off the bat. The positioning of the

boot could also suggest youth and freedom because they are positioned in various rotations and angles. However, this would be a form of essentialism since it is pushing this “real” sense of freedom and excitement over a pair of black or white boots.

As I mentioned before this advert goes against any code or semiotics society pushes for nowadays. They are trying to appeal to the smaller audiences and not the larger audiences, which is interesting as the whole point would be to sell more boots by reaching a wider market. They are going against the normal codes by adding silhouettes onto a blank background. This wouldn't seem interesting to the average viewer but nether the less it will still catch their eye and they will know what the product is straight away due to it breaking the normal codes or semiotics.

The advert also plays a lot with ideologies and hyper reality. This is primarily down to its tagline. It suggests that this boot can take you forward in life. Maybe to new opportunities or even a better future. But that is only what I understood from the picture, another person could get another meaning from that tagline. The use of hyper reality in this advert does that to the viewer to make the product seem better than what it actually is. The ideology part of the tagline is that it is true. The shoe will take you forward in life quite literally, you will walk in them thus taking you forward. But it is written in a way that takes you away from its original ideology and makes it more desirable. This can be seen as postmodernism too though as we live through dark times and the boot suggests this.

“These technological transformations can be expected to have a considerable impact on knowledge. Its two principal functions – research and the transmission of acquired learning – are already feeling the effect.” (Lyotard, 1984, pg 27) This sums up my point where I have talked about people doing the research for the public. People believe what they read without looking at the bigger picture. In context to my example people look at the tagline and think the boots are more than what they are.

Bibliography:

J, Lyotard (1984) *The Postmodern Condition: A Report On Knowledge*. Volume 10, printed in The United States of America.

Task 2:

1. Everyone's work should be treated as equal from whatever level.
2. People must treat everyone in the workplace as equals from whatever power they are from.
3. Everyone's idea is valid.
4. No one should feel as if they don't have a say in a production.
5. Criticism should be accepted if constructive.
6. People who give criticism should leave a positive as well as a negative.
7. After a decision that should be final.
8. Decisions should be settled on an equal vote.
9. Everyone should have the right to own their work after completion.
10. Positivity should be spread around the workplace.

"Decisions should be settled on an equal vote."

Out of the whole manifesto this is the one I believe in the most. We see unfair voting in general elections all the time and in my opinion it is ruining the country. "Hundreds of students could be denied their vote due to admin access." (Butterworth, 2019) This was an article in which students in Cardiff were turned down to vote resulting in a Conservative majority. There isn't any saying that Conservative wouldn't have won the general election due to the popularity of the leader but this was not fair on the students or even the country. It seemed uncanny that various buildings around Cardiff housing students who would most likely vote Labour had their vote turned away. It seemed too uncanny to be true. I believe that it was a setup but this can't be proved. This is why I believe decisions should be settled on an equal vote.

"Positivity should be spread around the workplace."

We live in a day and age where not enough positivity is spread around. It's gone that people will go out of their way to make people feel worse rather than go out of their way to make someone feel better about themselves. "28 year old opens up on how she became obsessed with reading negative comments about herself." This was a huge story mid last year when a celebrity opened up about wanting to kill herself because of people stating negative opinions about her on her social media. If people actually stopped and thought about what they write the world would be a better place. This is only one person though this happens to so many people and it isn't getting picked up as much as it should. This story only got picked up because she was a celebrity. It isn't fair in a way since people suffer though abuse like this almost everyday. This is why I feel like more positivity should be spread.

"Criticism should be accepted if constructive."

I am all for constructive criticism to be spread around but it should only be constructive. Criticism without meaning is pointless and doesn't develop anything it only puts an idea out of someone's head. "The Sonic the Hedgehog movie tries again with a new trailer, and people finally like it." (Kim, 2019)

During the start of 2019 Paramount released a highly anticipated trailer which got a lot of people's expectations high before seeing it. When people got around to seeing the trailer they took to social media to express their opinions. Not every criticism was constructive but it made the company want to change the design of the character because people put enough constructive criticism in. If people done this instead of putting someone's idea down we would have more confident people out there happy to sell their ideas.

Bibliography:

Butterworth, (2019) *talking about the 2019 General Election* available at: <https://inews.co.uk/news/politics/general-election-2019-student-voting-latest-admin-errors-1338959>

Independent, (2019) *talking about mental health from social media*. Available at: <https://www.independent.co.uk/arts-entertainment/music/news/jesy-nelson-little-mix-suicide-attempt-online-trolls-bullying-comments-a9097016.html>

Kim, (2019) *talking about the remodeling of a character* available at: <https://edition.cnn.com/2019/11/12/entertainment/sonic-hedgehog-movie-redesign-trnd/index.html>



Task 3:

Qualities:

- Reflects issues on society nowadays.
- Does it in a way where it doesn't come across as insulting.
- Form of art is popular so it will be noticed.
- Aimed at the general public where it will get its most impact.
- Tries to spread peace over violence.
- Clothing scheme was current at the time.

The piece by Banksy is definitely still relevant in today's age. Although it was made in 2005 it still portrays how people would rather turn

to violence than spread their word through peace. However, recent stories have

shown that peace isn't always the best form of protest either even if it is much better than violence. Violence is still an issue though today and it is often aimed at peace protestors which is ironic. The piece is relevant to me because I see so much violence portrayed through the news and to me it doesn't make sense. The art changes what can be described as a Molotov to a bunch of flowers which gives a sense of peace to it. If the world would stop and look at this artwork they could definitely learn a life lesson from it.

The artwork should give the viewer a sense of reflection in the world they live in. The news does a great job of covering violence so this imagery isn't new to anyone. The reflection should make them feel a sense of dread with the way the world is heading but it should make them feel hope since the flowers signify peace so it isn't all about negativity with this piece. The work inspires change against violence, this should make sense but people still choose violence as the main driving force to get change. It treats them like a child saying put down the weaponry and pick up some flowers, which works because it is simple and the message is convenient. Without backstory to me it imbues a sense of obscurity since it is a human action to throw something but not something someone would usually take care of. This feeling works for its main purpose since you wouldn't throw something so beautiful so you shouldn't throw something to harm someone else. "In its common form of understanding, wisdom is the culmination of the development of a group of qualities that, generally, are seen to include reflection (Arlin, 1990; Birren and Fisher, 1990, and others in Sternberg, 1990; Barnett, 1994). (Moon, 1999, p.17) Banksy uses a lot of wisdom in his artwork to reflect on the world so I feel like this quote is relevant due to the fact that Banksy is trying to use his wisdom to get people to realize the issues in the world rather than by standing there and lecturing them which wouldn't work in the long run.

Bibliography

J, Moon (1999) *Reflection in Learning & professional development theory & practice*. USA and Canada by RoutledgeFalmer