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Tasks in the order I received them:

Task 1: Observational Writing = 458 words

Task 2: Manifesto Writing = 488 words

Task 3: Practice-based Writing = 544 words

Task 1: Observational Writing

Ferdinand de Saussure defined semiotics as the life of signs within society (Britannica, 2020). The French semiotician, Roland Barthes, brought attention to the science of semiotics in the 1950s (Beasley and Danesi, 2002, p.19). Understanding semiotics allows us to perceive things from different angles and understand their true meanings. This will be shown through a series of semiotic theories and a deconstruction of an advertisement. "Marketing semiotics is a field of investigation that is based on the proposition that goods often transcend their functional purpose and have symbolic value for consumers." (Oswald, 2012, p.1). As humans, we use signs to try and find or create meanings for things. (Chandler, 2017, p.11)

In January 2009, Polident released an advertisement for denture care. The ad contains the logo of the company along with the slogan "You'll forget you're wearing dentures" and a what we would call an apple sitting on a plain background with the middle of the apple having a bite taken out of it with the inside looking like the inside of a kiwi fruit. There are

other advertisements for this brand where the fruit has changed, including a pear with the insides of a watermelon and bamboo with the insides of a banana. I believe that the connotation of the advertisement was that the apple, which is known to be rather hard to eat, would feel like a kiwi when you use the product promoted. I believe it is meant to show off the idea that if you used the promoted product then eating something that is known as a harder food would be easier. The use of healthy food coincides with good dental health, such as the saying “An apple a day keeps the doctor away”. Healthy food has positive connotations which can mean people could see the brand as a good thing for them. The Advertisement also could be linked to the myth that healthy food is better for your mouth, such as fruit can be gentler on your teeth and is less likely to harm your gums.

The anchorage text of the advertisement helps ties it together. The text next to the image, “You’ll forget you’re wearing dentures”, brings understanding to the advertisement.

Without the text there, it would just be the apple with the insides of a kiwi and the Polident logo, which could cause confusion. The text helps to imply that the product will make you feel that you have your normal teeth. The ad also seems to give a solution to people with a problem. It shows that people are struggling with loose dentures and it is causing them to have an issue with eating, so it is almost as if they are trying to create a connection with the viewers.

Bibliography

Oswald, L. (2012) *Marketing Semiotics*. United States: Oxford University Press Inc.

Chandler, D. (2017) *Semiotics: The Basics*. 3rd edn. Abingdon: Routledge.

Beasley, R. and Danesi, M. (2002) *Persuasive Signs: The semiotics of Advertising*. New York: Mouton de Gruyter.

Task 2: Manifesto Writing

1. Dogs can boost your mood.
2. Everyone has the right to be themselves.
3. Tattoos can be in a workplace.
4. Honesty is everything.
5. Enjoy the laughter.
6. Art is personal.
7. A job should be a happy thing.
8. Always make time.

Everyone has the right to be themselves. I have the strong belief that no one should have to hide their true self, especially around family and friends. My belief is highly linked to the LGBTQ community as they have one of the most know communities to have this difficulty. A number of people will not 'Come out' because they are afraid of judgement and ridicule from others. Younger people will not announce that they are gay because of harassment they could receive from school (Arbor, 2012, p. 10). Teenagers that are in school will not identify with a sexuality and will base their feelings as an attraction. Being a part of the LGBTQ community myself, I understand the difficulty of coming out to friends and family, but I was lucky enough to have full support of my decision and was accepted fully.



Rainbow Flag (<https://en.wikipedia.org/wiki/LGBT>)

Tattoos can be in the workplace. I highly disagree with the thought of people not getting the job they want because of the ink they have in their skin. Much like schools not allowing make-up, coloured hair and piercings, many work places will not hire someone if a tattoo is in a visible place unless it is able to be covered up. I do not agree with most school policies and I do not agree with the tattoo policies places have. The defence of places that have this policy tend to be because it looks unprofessional and makes the person look hard to approach, however tattoos do not affect your ability to do the job properly and if more people with tattoos were hired, then people could learn to 'trust' the employee more and it would normalise tattoos in the workplace. I do however agree with the law that were put in place in 1969, to restrict people under the age of 18 from getting tattoos (Laux and Luch, 2015, p. 196)



Reid, A. (2020) *Tattoo*

Art is personal. I believe that art can be subjective. It can be expressed in many different ways, such as paintings, décor, fashion etc. Andy Warhol used bright colours and thick black lines to express his art, Banksy uses spray painted images of strong political issues to express his and people such as Frida Kahlo and Salvador Dali used wild imagination and irrational thinking to express their art. Art can be loved and hated by many, as art is seen different ways through different eyes. If I were to create an artwork of splattered paint on a white canvas, someone could see it as a master piece whereas someone else could see it as a mess and pointless but irrelevant of how good or bad art might be, it will never be

replaced. Art is one element of multiple existences (Ray, Wuggenig and Raunig, 2011, p. 17). Art can be a statement such as Banksy's, with strongly opinionated artworks around the world or it can simply be something that people do to pass the time.



Reid, A. (2019) *Graffiti*

Bibliography

Cianciotto, J. and Cahill, S. (2012) *LGBT youth in America's schools*. Michigan: Ann Arbor

Serup, J., Kluger, N. and Baumler, W. (2015) *Tattooed Skin and Health*. Berlin: Karger

Ray, G., Wuggenig, U. and Raunig, G. (2011) *Critique of Creativity*. London: MayFlyBooks

Task 3: Practice-based Writing

For my self-reflection task, I am going to be looking at a project I did once in college where I had to design a dinning set for a famous person, I wanted to have dinner with. The person I chose to have food with was Walter Disney because I am big fan of Disney movies. To start my design, I had to research different Disney movies and shows that I was a fan of and the most popular movies, which was rather difficult as Disney is such a big franchise and there are many different movies. If I were to do something like that again, I would make a list of classic movies instead of just using google to find every movie. After picking the movies Lilo & Stitch, Beauty & the Beast, Aladdin, Maleficent and the classic Mickey and Minnie Mouse, I then had to start designing the set. When using clay, you need to understand the techniques (Rossello, 2008). I used clay to create the shape of the plate and the shapes of the ears that I attached to make the plate look like mickey mouse, then placed it in the kiln to harden. Before placing it in the kiln, I must make sure it has no bubbles and is flat (Malmstrom, 1979). The shape of the plate was bumpy and slightly misshaped, which could have been avoided if I had made sure to smooth the sides out, however I do think that the positioning of the clay ears helped the plate to resemble mickey nicely, I did not place them too high or too low. I painted the plate with white acrylic paint which I feel I should not have done; I would have rather used a white glaze that would have made the plate shinny instead of matte (Edwards and Chalmers, 2005). I then painted the one ear red with white leaves from Lilo's dress and used a sponge to split blue and yellow paint on the other ear. What went well with the ears was that the acrylic painted dried nicely and did not smear, also the stencil I used for the ears did not create a mess, however what could have been better was if I curved the ears to dip inward, I could have used it to crater sauce or a liquid. To finish the plate off I used a gold paint on the rim to give a classic touch, I think this final touch went very well. For the cutlery, I used clay to use the create the full fork and the handle of the knife. After the fork came out of the kiln, I painted it with water paints, which went much better than I thought it would as I thought the water paint would not take to the clay. I used glass to create the blade of the knife, where I had to break a glass in a carrier bag, if I were to do it again, I would use a stronger bag to avoid broken glass breaking through. I used super glue to attach the blade and the handle however it would have been better to use resin as it would have been a stronger hold and it would have made it safer.

Bibliography

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