

Student Name: Andrea Ibarra

P Number: 2116520

Programme of Study:

Tutor: Martin Bush

Module: ADAD4018 Ways of Thinking

Tasks in the order I received them:

Task One: Semiotic Analysis = 553

Task Two: Manifesto = 610

Task Three: Practice-based writing =

Task One: Semiotics Analysis

Imagery is all around us, tones of elements, sings, colour, and shapes. But is that it? Our first key word is right there: 'signs.' A sign is a concept that stands for something to us as a society and that we have agreed to, and every time that sing is seen, it will project a representation of said sign in an individual's mind, according to Charles Pierce (1955).

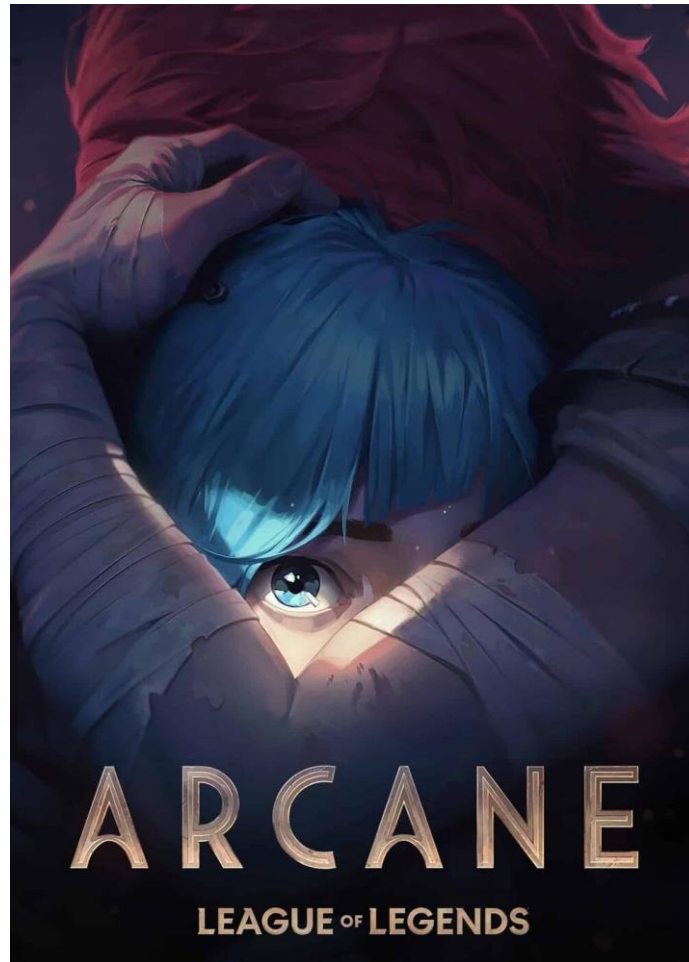
In this first task you will be presented a deconstruction around semiotics of a promotional poster for a resent released Netflix series called 'Arcane', based on the characters and concepts of the videogame 'League of Legends'. The aim of this text is to gain an in-depth understanding of the already mentioned poster and the signs that compose it.

Following some previous concepts, a sign is composed by a signifier, which is the material expression of the sign, and a signified, being what the sign is supposed to mean, a mental idea.

(Saussure, 1998). For example, a black cross is our signifier, and its signified is a symbol of religion or even death.

If we were to decompose an element, it should be taken into account that our perception plays a big role in said process, and that same perception is limited to our knowledge, and so, we grow up into these social constructs; (Berger, 2008). For example, if I told you the word “blue” you would probably think of “blue for boys”, and if I told you the word “pink” you would then think of femineity, softness and ultimately “pink for girls”.

This is due to a pair of concepts: ‘denotation and connotation’ which are linked to our previous couple ‘signifier and signified,’ as denotation and connotation talk about the relationship between them two. The first one (denotation) being the literal meaning of a sign, it is supposed to be obvious for every person regardless of their culture or the time the sign is seen, and the second one (connotation) being more of a personal or socio-cultural associations, which can be biased as their subjected to emotional or ideological views and the individual’s background (ethnicity, culture, age, class, etc), (Chandler, 2001). Now this concepts will be applied to the Arcane promotional poster.



Arcane – League of Legends Promotional Poster.

Back in October 2019, Riot Games confirmed that they were working on an animated series of the videogame 'League of Legends', and six months posterior, 'Arcane' was announced, and premiered in November 2021 as an action and science fantasy series.

At first glance, the poster as a whole has a mysterious aura which embraces perfectly the title of the series. There is a clear sign of a hug between the protagonists of the image while one of them sneaks a look that goes directly to the viewer, its signifier is a person wrapping their arm up around a little kid's head, while the arm's owner places their head in the back of the little kid's. The signified in this case is protection and comfort. Thanks to the colour scheme, there is a clear connotation of fear and pain too, this are common states that makes us empathise with the

scenery in question.

Through this semiotic analysis, the public will be able to get a better understanding on the media pieces they choose to apply this process to.

Bibliography

Saussure, F. (1998) *"Nature of the Linguistic Sign."* In *The Critical Tradition: Classic Texts and Contemporary Trends*. By David H. Richter. Boston: Bedford/St. Martin's Press.

Chandler, D. (2001) *Semiotics for Beginners*.

Berger, J. (2008) *Ways of Seeing*. London, Penguin.

Peirce, C.S. (1955) *Philosophical Writings of Peirce*. New York. Dover Publications.

Tejera, V. (1988) *Semiotics from Peirce to Barthes*. New York. Brill Academic Publishers.

List of Figures

Figure 1: Arcane – League of Legends Promotional Poster. Accessed:
https://leagueoflegends.fandom.com/wiki/Arcane_TV_Series (Accessed: 10 November 2021)

Task Two: Manifesto

1. Children should not participate in Beauty Pageants as they are damaging for them.
2. There should be more permanent hair dye in unnatural colours than semi-permanent ones.
3. Clowns are underrated.
4. Skinny T-Shirts with V necks should have never existed.

5. Period jokes are not funny.
6. Parents should not expect their kids to know or do things they have not taught them.
7. It should not be allowed to smoke around children.
8. Picasso is overrated.

Key Words & Images

Beauty Pageants



Fig. 1, *America's top child beauty pageant star Eden Wood* as seen on her Facebook page.

2. Children should not take part in beauty pageants as they are damaging for them.

Everyone has, unfortunately, heard of beauty pageants. Not only there are worldwide contest such as 'Miss Universe,' but also TV channels like TLC have aired some awful shows about beauty pageants where the contestants are nothing but toddlers. In the show, the little girls seem

like going through a lot just by performing on stage, but what happens behind the curtains?

What happens to these kids when they take off the tiaras. The repercussions are something that must be addressed immediately. Their experiences go from stress and anxiety while putting them on the spotlight to dissect their – yet to be formed, bodies and skills, to be thrown into eating disorders, body shame, perfectionism, and even depression, a bunch of things a kid does not have the comprehension capacity to process. The girls are hypersexualised, which leads to them getting involved with their sexuality prematurely and therefore, developing a low self-esteem (Lieberman, 2010). Not to forget this is mostly their parents' decision, they are the ones deliberately putting their daughters into an environment that objectifies them for the male gaze, making them grow into problematic and damaging stereotypes of women, without even have started to become one. (Harriet Barber, 2020).

Key words: Clown underrated.

3. Clowns are underrated.



Fig. 2, *Clown Posse*, Jeff Meade

People often believe that being a clown is just “dressing funny and telling jokes”, after all, they brighten parties and make people burst into laughter, but in fact, there is a lot more of being a clown than the media cares to show. Clowns have been around since exceedingly early, they used to be jesters who performed for the Royalty during the Middle Ages, then harlequin clowns came and Pierrot clowns after that, and it is with this last one that the white makeup was first introduced to the art of clowns. With the arrival of the circus and among other things, one of the clown’s jobs was to buy time by keeping the audience entertained while other acts of the circus were being prepared or even if there was an accident going on during the show. Nowadays, there are distinct types of clown makeup with their traditional instructions, together with a different kind of clothing for each style, and the most relevant part is that your costume

and makeup must be original, there cannot be two same clowns. Clowns usually study diverse styles and look up for inspiration without stealing someone else's idea. They also spend time designing and making their own costumes and shoes and have to make sure these are comfortable enough to perform with them. Do not forget about the head, whereas these days, a lot of clowns buy synthetic hair wigs, there are still lost of clowns who make their wigs in the traditional way, by making them through crochet. (Washington State University, 1997)

These are just some basic, there still are clown communication and etiquette, creating a good skit, and tones of other needed skills to be a full clown. More than people take in consideration when thinking of clowning as a job and labelling it as "not serious".

Key Words: Smoking Children



Fig. 3, Custom Medical Stock Photo, Getty Images.

5. It should not be allowed to smoke around children.

Until today, a lot of parents ignore the experts' opinions and decide to keep smoking while being near a child. This a problematic and dangerous behaviour towards the younger ones.

It has been proved that when a person smokes, those around them also inhale the second hand smoke from the cigarettes and if the action is constant, they become a passive smoker.

These passive smokers are also likely to develop diseases such as lung cancer or heart disease, or illnesses such as asthma. (NHS, 2018) Yet a lot of parents keep acting careless towards their children's wellbeing, which is unacceptable and should not be allowed.

Bibliography

Lieberman, L. (2010) 'Protecting Pageant Princesses: A Call for Statutory Regulation of Child Beauty Pageants' 18(2) pp.739 - 774

Barber, H. (2020) 'The negative impacts of beauty pageant competitions reflecting on self-consciousness and exposure of young children women and the correlation of Judith Butler's theory of gender performativity.' University of Wales Trinity St. David

<https://media.digitalarchives.wa.gov/do/EFE5CF4436A937E8FA9E8C779435C47C.pdf>

https://www.google.co.uk/books/edition/Being_a_Clown_and_The_Expressive_Arts/tj1IDwAAQBAJ?hl=en&gbpv=1&dq=being+a+clown+and+the+expressive+arts&printsec=frontcover

<https://www.flickr.com/photos/irishphiladelphia/6829733510/in/photostream/>

<https://www.nhs.uk/live-well/quit-smoking/passive-smoking-protect-your-family-and-friends/>

<https://www.verywellmind.com/the-effects-of-secondhand-smoke-on-children-2825232>