

Daniel Perry

1904112

Music Technology

ADAD4018

Task One: Semiotic Analysis (Ryan's task)

We find ourselves surrounded by images. In every direction there are advertisements, logos, art, and constantly flashing on displays. It seems the number of images we encounter is increasing at the same rate as the technology to display them improves. No longer must our framed vacation photos be limited to one photo per frame. Buy a digital frame, insert your memory card and you can cycle your entire photo album in the same space, constantly shifting. Werner Walter claims that post-modern society has been characterized by its "relentless traffic in images". Moving in a modern urban society we are constantly faced with images, often from other places, times and contexts.

Secondly, the effect of connotation probably differs according to the way in which the text is presented. The closer the text to the image, the less it seems to connote it; caught as it were in the iconographic message, the verbal message seems to share in its objectivity, the connotation of language is 'innocented' through the photograph's denotation. It is true that there is never a real incorporation since the substances of the two structures (graphic and iconic) are irreducible, but there are most likely degrees of amalgamation. (Barthes, 1977).

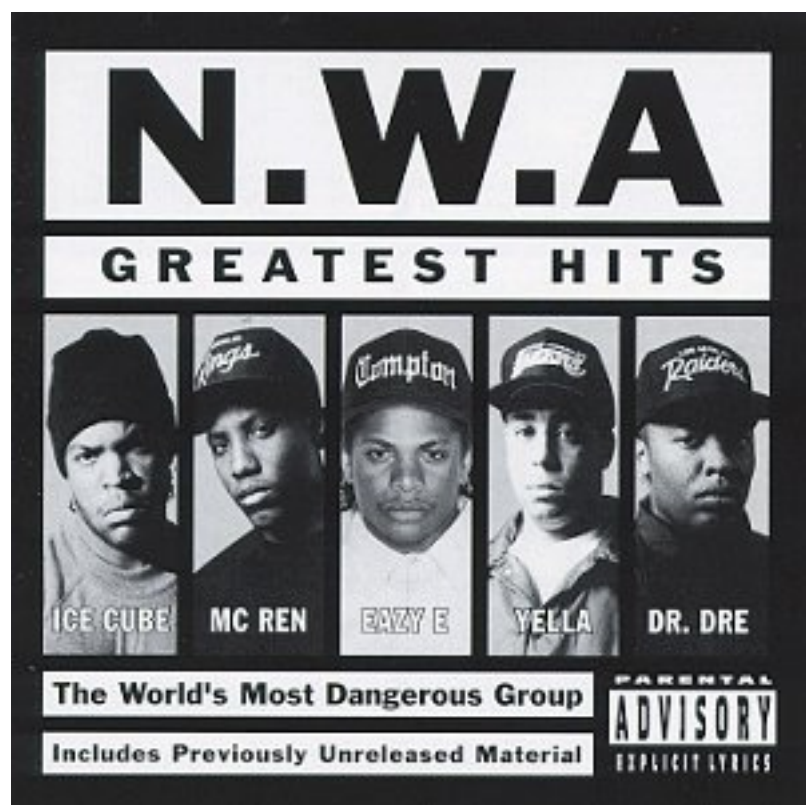
In Roland Barthes seminal publication, *Image, Music, Text* (1977), The code of connotation was in all likelihood neither 'natural' nor 'artificial' but historical, or, if it be preferred, 'cultural'. Its signs are gestures, attitudes, expressions, colours or effects, endowed with certain meanings by virtue of the practice of a certain society.

Berger argues that images were first made to represent something that was not there, and later acquired an extra level of meaning by lasting longer than the original subject. The image now showed how the subject had once looked to other people. Later still, with the increasing consciousness of the individual, the image was recognised as the particular vision of a particular artist. Nothing else documents the past so well, and the more imaginative the work, the more we can understand the artist's experience of the world. Unfortunately, when images from the past are presented as works of art, their meanings are obscured (mystified) by learnt assumptions such as beauty, truth, form etc. Our understanding of history will always change as we change. However, this cultural mystification results both in making the images seem more remote, and allows us to draw fewer conclusions from history (Berger 1972).

In July 1996 Hip Hop Group N.W.A released a greatest hits album, The artwork focuses on the narrative of the background

of the group members and their upbringing, also the title 'The World's Most Dangerous Group' shows us they want to be known as a group that are rebellious. Also with the individual photos of the group members in the image shows them in a way that could almost be police mugshots. The logo "Parental Advisory" brings you to the intention that the lyric's in the tracks will be offensive to some, giving you the image that they are far from conventional.

(500 Words)



Barthes, R. (1977) *Image, Music, Text*. London, Fontana Press.

Berger, J. (1972) *Ways of Seeing*. London, Penguin.

