

Tiktok video Link: <https://www.tiktok.com/@melitsmoi/video/7236022053889936667>

Title:

Sorting out all the clothes i didnt wear in the last 6 month while basking in the sun and eating fruits🥝🍎🍌
(I also get knee updated on Wednesday👉)
#cleantok ##timelapse##cleaning##tidytok##tidyup##sun#
#bedroom##appartement##recovery##organize##cleanup#
#declutter##decluttering##fyp

(Type: Influencer)

Date of Observation: 29th December 2023



Semiotic Analysis:

Field Notes	Analysis
<p>Time lapse - time, effort</p> <p>colourful</p> <p>greenery/plants - colour sign</p> <p>watching tv - doesnt require full attention, multitasking, implies enjoyable process</p> <p>injured leg - anyone can do it, doesnt require much movement</p> <p>caption - 'basking in the sun and eating fruits' +use of emojis</p> <p>camera angle - cant see her face, but can see her. see whole room but in 2d (birds eye) not 3D</p> <p>music/song choice</p>	<p>sartorial code - lots of differently coloured clothes are visually appealing</p> <p>Colour code: green –</p> <ul style="list-style-type: none">- Typically associated with nature, environmental awareness and consideration (symbolic of the importance of maintaining a better and healthier environment surrounding you), 'Springtime, freshness, and hope' – 'Green is often used to symbolize rebirth and renewal and immortality...Green as the color of hope...hope represents the faith that things will improve after a period of difficulty', 'color of neutrality and calm' (connoting that cleaning/tidying is not stressful but breezy, and a fresh start) (Wikipedia, 2023).- 'Green Is Motivating' - 'Although some find green a relaxing color, others say it motivates them. One study found that people with a "high need for achievement" more consistently chose the color green over the color red...Study participants also associated...words related to success with the color green' (Cherry, 2023).- Excitement ('energized, inspired, and feel motivated') and optimism ('hopefulness, responsibility,...') (London Image Institute, 2020).

	<p>gastromomic code - eating food</p> <p>gustatory - the food/fruit : Raw food - 'requires preparation' - thought went into preparing for this activity of cleaning, ties to idea of the roasted ('never uniformly cooked' = non-uniform cleaning- too much on one side [area of the room] is bad and results in the rest being left completely raw [untidy]; food is roasted for "guests" "exocuisine" - maybe not literal guests to her home but she invited people into her home through tiktok post, roasting also links to 'loosening of...social ties' - public video so not intended for any small or specific group of people, therefore the symbolism/connotations/imagery of the raw fruit are a mirror/metaphor of the process and purpose of cleaning (in this video) (Lévi-Stauss, 2013, pp.41-42)</p> <p>spatial code</p> <p>Acoustic – song: "love you just the way you are" - its okay to be messy sometimes, or if it isnt perfect</p>
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Tiktok video Link: <https://www.tiktok.com/@vanessastehler/video/6960746868661964038>

Title:

Irgendwie muss er es ja lernen!  
[#menvswomen](#) [#clean](#) [#selberschuld](#) [#housewifelife](#)
[#couplechallenge](#) [#couplefun](#) [#coupleprank](#)

(Type: Housewife)

Date of Observation: 29th December 2023

Semiotic Analysis:

Field Notes	Analysis
wearing white vs husband wearing all black	sartorial/colour codes - symbol - white = <i>"cleanliness," 'purity,' or 'innocence,' but</i>

<p>hands on hips</p> <p>he starts off closer to the camera, at end she is above him</p> <p>man is messy with where he puts items, suggests carelessness</p> <p>both show their faces</p> <p>Britney Spears song ('Toxic')</p>	<p><i>dark of 'uncleanness,' 'impurity,' or 'corruption'" (Sebeok, 2001, p.11) - husbands mess disturbs the "purity" of the home, wife represents cleanliness, wife is innocent but husband is not, dirt/mess/food is</i></p> <p>"[impure]" and a sign of "corruption"</p> <p><i>gestural - hands on hips = 'A person who is ready for assertive action...when our rights are violated or when we encounter an unpleasant situation that requires us to set things straight...we try to appear bigger by taking up more space...to intimidate the other person whom you're ready to attack.', 'may not always reflect assertiveness, but it almost always indicates readiness for action...like [superheroes or] ...a policeman on duty' (Parves, 2023).</i></p> <p>spatial - power play</p> <p>Acoustic – “toxic” behaviour? – whose does it allude too?</p>
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Tiktok video Link: <https://www.tiktok.com/@casinhaa46/video/7263191926592081158>

Title:

♥♥♥♥ Diquinha da tampa peguei da [REDACTED] #limpieza
#limpando #limpeza #asmr #asmrlimpeza #cleantok #fyp

(Type: Professional Cleaner)

Date of Observation: 30th December 2023

Semiotic Analysis:

Field Notes	Analysis
ASMR cleaning	Acoustic - sounds of cleaning are emphasised for enjoyment (ASMR)

<p>Cleaning as a form of entertaining an audience (along with other ASMR genres like eating, whispering)</p> <p>face not shown by choice</p> <p>time lapse</p> <p>clothing choice</p> <p>spray, dress, pink pillows and throw blanket at the end - perfection</p>	<p>sartorial - flip flops seen at the start (non-performative) vs dress at the end once it is all clean</p>
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(All citations found in bibliography)