Assignment -  Analysis of Perceptual Visual Elements

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For this analysis, I have chosen the Nike 2013 advertisement. This Nike advertisement, simple as it may appear has a lot more going on behind the scenes than I just finished and may appear. In context to the perception, I feel that I will explain many variations based on the Sound and concept in regard to age, ethnicity, social groups, and different cultural perceptions.



**Cultural perceptions of semiotics: (age, ethnicity, social group, etc.)**

When first viewing this image, we see the woman running with a blue-green background looking straight ahead in a strive with just a hint of city building tops in the background at the bottom of the picture below her stride. In the right corner, we see the iconic Nike swop symbol. below that we see the tagline phrase says, "move more, move better; the Nike dri-fit knit tank". below this tagline in small print see the name Katrina Johnson Thomas - heptathlon. The heptathlon is a track and field event combined with seven different events the name is derived from the Greek word "hepta" which means seven (Merriam Webster, 2020). Katrina Marie Johnson Thomas English heptathlete. She won the gold medal at the 2019 World Championships and broke the British record with a score of 6,981 points (The Gaurdian, 2019).

Cutlery speaking this image is designed with the UK culture to codesign. This visual is being used to market the Nike Dri-FIT tank top shirt which Katrina is wearing. The initial perception I get when looking at this is, I see a strong driven woman who is above the daily Grind, confusion, and chaos of the modern world. A dedicated driven woman who are set free through her actions a determination. This could be classified as an Indexical sign based on the cause-and-effect relationship between the sign which is of Katrina and the meaning of the sign being communicated by Nike.

From a marketing perspective related to business and culture, I see that this is targeting the younger class of women maybe from 18-39 years old. Women athletes or those into fitness and health. Also, maybe inspiring other women such as professionals and business types. Trying to inspire them to raise above their normal level of effort to become driven. Implying the sense of freedom and empowerment while wearing the Nike dri-fit t-shirt.

We can see this would appeal to the origin and social-cultural code of groups based in the UK and possibly America, Australia, and other 1st world modern nations. Defined by cultural codes that Target Her ethnicity implies that she is a beautiful, driven, and successful light-dark-skinned European woman. Which could also be a target market parameter. Those who do not follow the sport or know of her might get the perception of prominent black women, ethnic women, or icon while still incorporating that sense of empowerment and drive. This visualization could appeal to different many different groups based on these significations.

Symbolically as I mentioned above we see the color con the blues and greens highlighting the Open Sky while we see just a little bit of the tops of the city buildings in the background to pull together the sign being Katrina. The angle of the shot suggests a balanced low angle shot was taken to visualize the contrast and depth within this visualization two and a half is a perception.

Receive minimal branding with the Nike swoop and then the phrase moves more move better. This implies that the product they are trying to sell encompasses being able to move freely and effortlessly to help you accomplish that which drives you the most (Masuda, 2009).

**Effect of cognitive memories and experiences:**

Cultural differences often lead to notorious misunderstandings. For example, some cultures perceive certain simple gestures as positive (e.g., a thumbs-up signals approval in American and European cultures), whereas others view them as negative (Islamic and Asian

cultures consider the same gesture offensive) (Hall, 2009) . Another example is In China, women make up a bigger part of the workforce and the economy, but Sexism and gender stereotypes are used in marketing (SupChina, 2020). that does not promote The Liberation or empowerment of women like seen in this Nike poster. You can also see in other countries such as Cuba, Libya, Iraq, India, North Korea, northern Africa, and many other nations where women are forbidden from being on marketing visualization such as this (Washington Post, 2013). Especially women that are modernized wearing shorts and promoting any type of Independence of personal drive and success.

There are over 200 countries on the planet and each of their cultures is very distinct their Congress memories and experiences based on their culture, traditions, and ways of life give them Perceptions in memories better basis on completely experiences than you or I here in a free country like America would ever experience. Many countries have been destitute to destruction war and chaos while being open free-market countries and republics once embracing similar images to this. Whereas today it is a vague memory of when times were better like in places such as Cuba (Washington Post, 2013). Could be a memory that is being brought back life such as places in modern Russia with their open free markets after the collapse of the USSR. The experiences and cultures which differ from one another directly impact the persecutions any person has.

**Cultural perception working with international or global cultures.**

When working with International on global cultures we always going to be respected even if we do not agree with their cultures. It's not our place to come in there and judge whether our culture is doing something right or wrong if we are trying to Market a product to advertise we need to be conscious of the possible impact of our work on their culture. we do not want to be responsible for damaging it, and if we feel so strongly that we do not agree with our culture then we probably should not be doing business there in the first place (Masuda, 2009).

**Cultural perception when interacting with different age cultures and different social groupings.**

Similarly, we must consider cultural perception when interacting with different age cultures and different social groups. For example, a picture that I used above for the show a bunch of Housewives hanging clothes outside on a laundry line trying to make some point about moving to the future. might the offensive two women who housewife and look like they are being berated or mocked for marketing analogy (Hall, 2009). Work instead of a driven European woman we were to see some 89-year-old senior citizen in that attire we can see that as possibly offensive as well what damaging the brand of our work. Most people might interpret it as a meme, but the age and social perspectives could be considered negative. That will work through a different culture on top of that some cultures do not highlight their elderly some cultures revere Housewives While other countries do not allow women to be involved in anything publicly. No, we cannot please every culture religion and social group out there we have to work within the confines of good taste through modesty, common sense, and respect when building marketing content.

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