

Sustainability



I have chosen to focus on the sustainability of our waters and how polluting them will merely cause our human downfall of existence. The powerful image displays the tip of an iceberg, however, beneath shows a plastic bag submerged in the ocean's waters. The image cleverly illustrates how the level of damage we are doing to our waters, and how this damage is only the 'tip of the iceberg'.

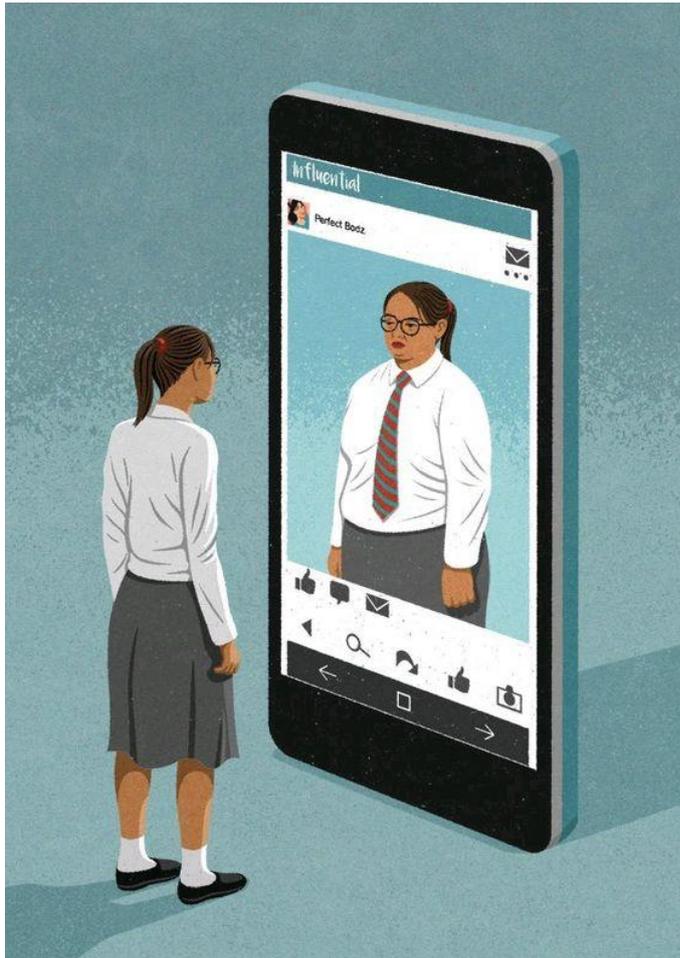
The image created by Jorge Gamboa titled 'Tip of the Iceberg', is formidable and inspiring to us to try and recover our waters and stop the pollution of our waters. About 80% of the world's wasted water, being largely untreated; is continuously pumped and released into the atmosphere polluting oceans, lakes and rivers; destroying the habitats for many of our sea creatures. This pervasive issue of water contamination is placing our health at risk. Unsafe water caused more deaths every year than fighting and all other kinds of abuse combined.

About 8 tonnes of plastic waste reaches the oceans each year, however, if these actions remain as normal, we will face a world of more pollution than fish in the ocean by 2050. Our plastic abuse and waste incompetence sentences countless aquatic animals and birds to death by entanglement or toxicity, and also contributes to chemical pollution of the food we consume. Gamboa's image implements the terrifying reality of our current pollution situation and reflects on how we as a

community can aim to recover our oceans, seas and rivers from this disgusting action of contamination.

In conclusion to this research, I feel strongly that with Gamboa's image along with many other artists work focused on sustainability, can speak loudly and clearly so that we all can come to realise the help our earth needs in order to protect our sea animals as well as ourselves in future.

Identity



I chose this image by John Holcroft to demonstrate my take on identity because I feel as if it speaks loudly about self-identity and how social media has too much of an influence on how we perceive ourselves nowadays. Our generation at this day and age, lives on social media that much that they develop a social media identity and an unrealistic image of how we should look, making others feel insecure about themselves, clearly reflected in the image.

We also have a certain picture of ourselves; a confidence in the type of person we are. It seems desirable to have a clear sense of identity, something that provides warmth and stability. Many people tend to waste a lot of time trying to find out who they are, what they desire, and what they believe in. The print itself speaks loudly about how many people often accentuate their flaws when evaluating themselves, resulting in a negative perspective on yourself. It also can be portrayed in the light that social media has a large negative impact on younger viewers; large platforms can easily

stem bullies and negative comments that will deeply affect someone's own self perspective, as well as social media creating an image of how you should aim to look, eat, act etc.

Innovation



Scientists in the UK have created a "smart needle" that could speed up cancer identification and diagnosis times. Researchers suggest that the technology may be especially effective in diagnosing lymphoma, minimising patient anxiety as they await results. At present, patients with diagnosed lymphoma also need to have a collection of cells accompanied by a node biopsy to be done for complete diagnosis, a procedure that can be time consuming. The latest device uses a method known as Raman spectroscopy to beam a low-power laser into the part of the body being examined, with the ability to diagnose problems within seconds, according to scientists at the University of Exeter;

“The Raman smart needle can measure the molecular changes associated with disease in tissues and cells at the end of the needle,” said professor Nick Stone, project lead, from the University of Exeter. “Provided we can reach a lump or bump of interest with the needle tip, we should be able to assess if it is healthy or not.”

Communication

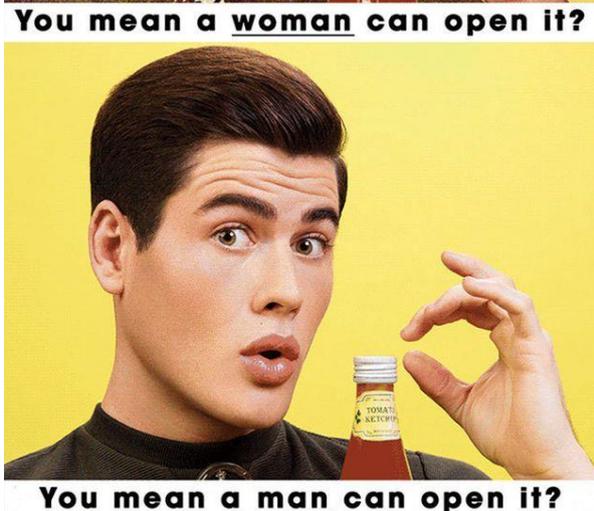
Communication is important for both team and employee achievement in the workplace. Clear contact at work will help you prevent misunderstandings, build good relationships with your colleagues, and define yourself as a vital team member. Communication in everyday life is how we as people form connections with friends and family.



Mercedes features its signature clearly on all of its cars and ads without any lettering making it look bold and communicative. With decades of brand recognition, the organisation can quickly tap into customer universal experience. But the famous Mercedes star also includes an underlying meaning; the three pins represent air, ground and sea; each segment of the automotive industry. The silver colour of the logo evokes reliability, stability, professionalism and conventionality along with value and consistency. Compared to other brands, the Mercedes typeface is thin and curved, giving it a touch of elegance; exactly the impression that the company needs to create.

Gender

Gender equality is not only a basic human right, but also a vital cornerstone for a stable, healthy and inclusive society. Progress has been made over the past decades, with more girls returning to kindergarten, less girls being coerced into early marriage, more women sitting in parliament and political roles, and legislation being reformed to advance gender equality.



Eli Rezkallah, a 31-year-old artist and photographer from Beirut, Lebanon, has recently created a photo series called "In a Parallel Universe." Some of our elders still hold the patriarchal notions of the 1950s; nevertheless, Eli Rezkallah's most recent replay of some advertisements from the 1940s and 1950s portrays a fascinating viewpoint 'In a parallel world.' The re-created advertisements undo the gender stereotypes of the previous decades and view them from a parallel viewpoint. The series features gender-based retro advertisements from the mid-20th century. Rezkallah said he had the

notion when he saw his family in New Jersey last Christmas. At dinner, Rezkallah had a hard time tolerating a particular sexist conversation.

“I hope that people who are stuck in stereotypical gender roles imposed by patriarchal societies will be able to visually see the cracks in the limitation that those roles carry through this project,” he said.

Place



For this task, I didn't go in the direction of a geographical place as such, but rather Womens' place in society. Millicent Fawcett's statue on Parliament Square, London, honours British suffragist activist and social advocate Millicent Fawcett. It was made by Gillian Wearing in 2018. Following a movement and petition by activist Caroline Criado Perez, the creation of the statue was supported by both the Prime Minister of the United Kingdom, Theresa May, and the Mayor of London, Sadiq Khan. The statue, Parliament Square's first memorial to a woman and also its first female sculpture, was sponsored by the Government's Centennial Fund, which celebrates 100 years since certain women earned the right to vote.

Over the past few years, our society has experienced major transition. Via the collective efforts of campaigns such as Time's Up and the #MeToo campaign, people are challenging and reassessing their roles in society in a manner that has not existed before. However, amid the increasing wave of questioning social expectations, the British Social Attitudes survey recently showed that most people agree that a young mother's position remains at home. In even the most underhanded way, gender inequality is becoming aggressive. Some 1 in 20 girls between the ages of 15 and 19 – some 13 million – had unwanted intercourse. In periods of stability and war, teenage women face tremendous threat of gender-based abuse.

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