12 Days Infomercials

Dawn Woolley

Different words predominate in adverts at different times of the year. I surveyed the key words that appear in adverts in a variety of magazines for women and men, selecting adjectives describing the sort of experiences we are supposed to have at Christmas. Because the rhetoric in adverts abruptly changes from luxurious treats to guilt and diet regimes on New Year’s Day I repeated the exercise during the first 12 days of January. The visual content comes from magazines such as GQ, Good Housekeeping, Men’s Health and Hello. Keywords and phrases were grouped together to showcase prevalent consumer messages. In the spirit of festive unwrapping I used quotations from Marxist theorists to unpack some of the meaning of these Christmas / New Year key words. Like all good celebrations, the resulting video clips are humorous, irritating and a little bit trashy. The videos were posted on Facebook from 13th – 24th December 2015 and 1st – 12th January 2016.
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Site Specific Facebook Project (December 2015 – January 2016)

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[https://vimeo.com/dawnwoolley/collections](https://vimeo.com/dawnwoolley/collections)
Commodities can be seen casting flirtatious glances at the buyers, in an covert or even surpassing the buyers' own glances, which they use in courting their human objects of affection.
the body is not merely one of the mass of objects to be manipulated, consumed, the finest, most precious and dazzling commodity.
With the word in the act of eating is joyful, triumphant; he triumphs over the world, devours it without being devoured himself. The limits between man and the world are...