ADVERTISEMENTS: CORPORATE GRAFFITI

by

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Q: WHAT IS THE DIFFERENCES BETWEEN TAGGING AND GRAFFITI?

The difference is mainly that tagging is a form **communication** between street gangs and serve the purpose of marking territory, whereas other types of spray are closer to **art work** or even statements.

“Turf markers”  Other types
Q: What is the purpose of graffiti and how is it vandalism?

The purpose of graffiti is self-expression and speaking out in an anonymous matter. The act of defacing property that is not owned by the person(s) is vandalism.

“Graffiti represent a communicative opportunity to gather insights into the discursive tensions associated with how individuals treat each other through anonymous text. Graffiti allow the key benefit of anonymity, that is, protection against any form of retribution.” - Amardo Rodriguez and Robin Patric Clair
Private space is owned by a sponsor who sponsors his property as “public space” but is actually private property; therefore that open space must be approved to post a message for the public.

http://www.youtube.com/watch?v=s_leFh1GDq8
Celebrated American street artist Lenny McGurr - known far and wide as Futura (formerly Futura 2000 to promote his artistic collaboration with French cognac brand Hennessy.

Futura was paid to spray a mural to advertise Hennessy.

Does that mean that the individual can have their own goals, but those goals must be to the liking of the authority?
Q: How would someone be able to change what has been established as a social norm?

A: (short version) By being yourself.

(extend version) By committing one self to the deviant behavior, thus gaining notoriety enabling exclusion from the social norm.

Example: The infamous street artist Banksy and his mural of a naked man hanging from a window. Before Banksy became popular the mural was deemed an eyesore, in the years that followed that eyesore became a persevered landmark. After the City Council held an open poll wither to keep or remove the spayed painting. A 93% voted in favor of keeping it.
Q: Why would “The Man” allow only some forms graffiti?

“They” find it useful, by allow certain action that are deviant in behavior to occur it creates a line that defines action. That line separates criminal deviance and social deviance, one being more destructive to social stability and the other is exploitable.
If we are told how to think on what defines our world, who is the one defining it?

The abstract becomes the absurd and original thoughts and ideas becomes satire.

Philosophical questions like “what is beauty?” turns into sarcasm when a answer has been predetermined.
Keep in mind the next time you see an advertisement...

What is the price of conformity? How much is it worth for you to comprise?