

# Semiotics, Signs, and who benefits?

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The Axe Effect:

<http://www.youtube.com/watch?v=Clmr9JUyTic> (Mormon commercial)

<http://www.youtube.com/watch?v=I9tWZB7OUSU> (spray more/get more)

Dove Campaign for Real Beauty:

<http://www.youtube.com/watch?v=iYhCn0jf46U> (evolution)

<http://www.youtube.com/watch?v=Ei6JvK0W60I> (beauty pressure)

Barbie:

[http://www.youtube.com/watch?v=DF\\_NX-127MU](http://www.youtube.com/watch?v=DF_NX-127MU) (1960 dream house)

<http://www.youtube.com/watch?v=jpJNcZxCx0I> (life in the dream house)

<http://www.youtube.com/watch?v=udabWPC1tj0> (1972 surprises: posing at 1min)

<http://www.youtube.com/watch?v=v4jLrHKNd0> (Barbie sports illustrated 2014)

- <http://www.adweek.com/news/press/sports-illustrated-swimsuit-issues-newest-model-barbie-155653>
- [http://www.washingtonpost.com/blogs/early-lead/wp/2014/02/18/move-over-barbie-the-sports-illustrated-swimsuit-issue-is-here/?tid=hpModule\\_c7c1f590-868f-11e2-9d71-f0feafdd1394](http://www.washingtonpost.com/blogs/early-lead/wp/2014/02/18/move-over-barbie-the-sports-illustrated-swimsuit-issue-is-here/?tid=hpModule_c7c1f590-868f-11e2-9d71-f0feafdd1394)
- the two covers of 2014:
  - [http://assets-s3.usmagazine.com/uploads/assets/article\\_photos/sports-illustrated-cover-467.jpg](http://assets-s3.usmagazine.com/uploads/assets/article_photos/sports-illustrated-cover-467.jpg)
  - [http://www.washingtonpost.com/rf/image\\_606w/2010-2019/Wires/Images/2014-02-12/AP/Barbie-Sports\\_Illustrated-02f9f.jpg](http://www.washingtonpost.com/rf/image_606w/2010-2019/Wires/Images/2014-02-12/AP/Barbie-Sports_Illustrated-02f9f.jpg) \*(barbie)
  - <http://swimsuit.si.com/swimsuit/>
- the 2013 cover
  - <http://www.boston.com/ae/celebrity/blog/popradar/Kate-Cover.jpg>

