



# Feedback

## Matthew 1v1

when you talking about helping mothers that suggest different sort of enquiry. The enquiry you started with was how are mothers marketing to? What is the visual language of marketing to mothers? More specific to the visual language of marketing mothers on Chinese social media?

当你谈到帮助母亲的时候，这表明了不同的询问方式。你开始的询问是如何向母亲们进行营销？向母亲营销的视觉语言是什么？更具体地说，在中国社交媒体上营销母亲的视觉语言？

If you start to expand the inquiry to what does it mean to become a mother? How do you change? How can I help mothers? It's different. You might have this book to do the one thing, then the other projects to do other things. I'm a little bit cautious about wanting to help mothers. You are not really gonna be able to qualified in the course of short project like this to help, so much you are qualified to interrogate the visual language and thats what this does well.

如果你开始扩大调查，成为一个母亲意味着什么？你如何改变？怎样才能帮助母亲们？这就不一样了。你可能有这本书来做这件事，然后其他项目来做其他事。我对想要帮助母亲的事有点谨慎。在这样的短期项目过程中，你并不是真的能够有资格去帮助，所以你有资格去审问视觉语言，这就是这个项目做得很好的地方。

Continuely interrogating the visual language and you gonna stay strong of the marketing, it might be this book maybe you refine it, you also can do maybe fake magazine maybe developing fake product, making commercials, making social media post.... There are others ways of interrogate the visual language they are aren't a book. Partly what am I thinking about is to make sure the end of this make sure you have body of work to show,not a project, you don't want one book, showing the expansive/on-going continuely expanding the enquiry of visual language of motherhood.

继续审视视觉语言，你会保持强大的营销，它可能是这本书，也许你完善它，你也可以做也许假的杂志，也许开发假的产品，制作广告，制作社会媒体的帖子....。还有其他审视视觉语言的方法，它们都不单是一本书。我想的部分内容是，确保结束时，确保你有作品展示，而不是一个项目，你不想要一本书，展示对母性的视觉语言的广泛/持续不断的扩展询问。

Or some slightly different articulation of the enquiry that can bring in these other question of...for example, the mother transition being a woman/ a woman also a mother. Think about what are the markers of transition. How that express to the visual language? When you looking at the insta this kind of before and afters that's a good start cuz it's embedded in image. And I think image is really important here. And I think that would be an anchor, that fix the point is you alsways thinking about representations of mother through imagery and maybe one of this settings is marketing of products, maybe another one can be mothers that represent themselves through imagery on social media or something

或者一些稍有不同的询问的表述，可以带来这些其他的问题.....例如，母亲过渡为一个女人/一个女人也是一个母亲。想一想什么是过渡的标志。如何将其表达在视觉语言中？当你看insta上的这种前后照片时，这是一个很好的开始，因为它被嵌入到图像中。我认为图像在这里是非常重要的。我认为这将是锚，固定的点是你一直在思考通过图像代表母亲，也许这个设置之一是产品的营销，也许另一个可以是母亲在社交媒体上通过图像代表自己或其他东西。

Think about imagery and motherhood, what is the imagery of the mother, or what is the imagery of the perfect mother. How do images/ visual languages communicate our ideos about motherhood? Finding basically thr way to understand what this enquiry is? It's focused but also give you some room to do more just trying to perfect this book. Have different things around it that demonstrate how the enquiry can reach in different ways.

思考图像和母性，什么是母亲的图像，或者什么是完美母亲的图像。图像/视觉语言如何传达我们关于母性的理念？基本上找到了理解这一调查的激动人心的方式？这是重点，但也给你一些空间，做更多的事情，只是试图完善这本书。在它周围有不同的东西，证明这个调查可以以不同的方式达到。

Everthing you propose to do is research.

你建议做的每件事都是研究。

Think about images relevant to each media. the book is about marketing. It's hybrid it's taking the language of self-help books with the language of marketing. And I don't think I have a problem with that because of that there something meaningful about demonstrating marketing relates to the idea of self help, relating self help to the commercialization and marketing of motherhood. I can see the link there. If you'd to go on instagram especially when its women documenting their experiences as mothers then it;s not really about marketing /self-help it's still about the representation of women and motherhood but there's different context different type of imagery with different purpose. I'm not sure those are necessary what come through, I think that will come your further collecting and developing.

思考与每个媒体有关的图像。这本书是关于营销的。它是混合型的，它将自助书籍的语言与市场营销的语言相结合。我不认为我有什么问题，因为有一些关于展示营销与自我帮助的想法有关的含义，将自我帮助与母亲的商业化和营销联系起来。我可以看到其中的联系。如果你在instagram上看到女性记录她们作为母亲的经历，那就不是真正的营销/自助，它仍然是关于女性和母性的表现，但有不同的背景，不同类型的想象力和不同的目的，我不确定这些是必要的，我认为这将是进一步收集和发展的结果。

These conversation is a good thing continue especially the mother who's also work in marketing has insightful view.

这些对话是一件好事，尤其是从事营销工作的母亲，她的观点很有见地。

I would think next thing to do basically between now 3-4 weeks collecting up/ organising these information here's social media selfies around motherhood or I am gonna stay with the marketing but now I am gonna focus it on some other specific aspect of marketing. It could be like, you go into beauty products: shape wear/cosmetics.

我想接下来要做的事情基本上是在3-4周内收集/整理这些信息，这里是围绕母性的社交媒体自拍，或者我打算继续做营销，但现在我要把重点放在营销的一些其他具体方面。这可能是像，你进入美容产品：形状穿戴/化妆品。

ads parts is feel less about the representation of motherhood more about the commercialisation of motherhood/ parenting. Notice that it stretches the enquiry a little bit, it's about something to the side of it. But I think the work is strong in this area is representation of mothers. If you can basically build up other spaces identify if your spaces are media like contexts which mothers represented and maybe I don't want those I build another piece alongside this book.

广告部分感觉不是关于母性的表现，而是关于母性/育儿的商业化。注意到这一点，它把询问的内容拉长了一点，它是关于它的侧面的东西。但我认为在这个领域的工作是强大的，是对母亲的代表。如果你基本上可以建立其他的空间，确定如果你的空间是媒体一样的背景，母亲的代表，也许我不希望那些我在这本书旁边建立另一个作品。

## Peer to peer assessment

### ENQUIRY

#### Evidence

The practice constructs a critical inquiry into patriarchy and capitalism from a motherhood perspective, raising women's awareness and making them think more critically about the identity that society has imposed on them over the years.

Reflects on the question of capitalism and motherhood well using imagery satirically. I feel the book successfully focuses on systems, poking fun at the conventions of advertising along the way. It builds very well on Beini's practice and shows a continuity of interest.

该实践从母亲的角度构建了对父权制和资本主义的批判性探究，提高了女性的意识，使她们更批判性地思考多年来社会强加给她们的身份。

很好地利用意象讽刺地反思了资本主义和母性的问题。我觉得这本书成功地把重点放在系统上，沿途对广告的惯例进行了嘲弄。它很好地建立在实践上，显示了兴趣的连续性。

#### Development

1) Beini is building an archive of imagery and text related to her area of research (here collated in book form). This offers material with which to work with moving forward. Perhaps she could encourage more open-ended interactivity on her audience's part. The book is supposed to be didactic, and this works well for purposes of satire, but how open-ended is this approach in the long run?

1) 正在建立一个与她的研究领域有关的图像和文字档案（这里以书的形式整理）。这为今后的工作提供了材料。

也许她可以鼓励她的听众进行更多开放式的互动。这本书应该是说教式的，这对讽刺的目的很有效，但从长远来看，这种方法的开放性如何？

2) A critical investigation from the perspective of more diverse groups of women could

be attempted. To investigate the situation faced by different groups of women in the face of capitalism and patriarchy.

2) 可以尝试从更多不同妇女群体的角度进行批判性调查。调查不同的妇女群体在面对资本主义和父权制时面临的情况。

## KNOWLEDGE

### Evidence

It's a good reflective and response to the context of the relevant issues in China.

A critique of capitalism and patriarchy is activated through an investigation of the image of motherhood in internet business platforms.

The form successfully interrogates the conventions of advertising within its chosen context; creating a sense of disjointed continuity in its layout.

这是对中国相关问题背景的良好反思和回应。

通过对互联网商业平台中母性形象的调查，激活了对资本主义和父权制的批判。

这种形式在其选择的背景下成功地拷问了广告的惯例；在其布局中创造了一种不连贯的感觉。

### Development

1) is it possible to have a interview in related audiences and get a authentic feedback to understand the thoughts

2)The next step could be to try further investigation of other commercial platforms or mediums.

3)The work does somewhat tend to adopt the tone of its subject matter in a way that (due to this) can be somewhat lacking in nuance. It interrogates, but does it intervene? Does it offer a constructive possibility to an already much discussed and often (rightfully) maligned part of global capitalist culture?

1) 是否有可能在相关受众中进行采访，并获得真实的反馈，以了解其想法。

2) 下一步可以尝试进一步调查其他商业平台或媒介。

3) 作品确实有点倾向于采用其主题的语气，（由于这个原因）可能有点缺乏细微差别。它质疑，但它是否干预？它是否为一个已经被广泛讨论并经常（正确地）被诋毁的全球资本主义文化的一部分提供了一种建设性的可能性？

## PROCESS

## Evidence

The iteration of collection, cataloging, and slogans promote "how to be a good mom", but emphasising the commodification of motherhood;

The practice investigates the image of motherhood in capitalism as well as in patriarchy from different themes;

The work has expanded from the personal to the public in terms of its focus, and its process (gathering, archiving, collating, publishing) has followed suit.

收集、编目和宣传 "如何做一个好妈妈 "的口号的迭代，但强调母性的商品化；实践从不同的主题调查资本主义以及父权制中的母性形象；工作的重点从个人扩大到公众，其过程（收集、归档、整理、出版）也随之而来。

## Development

Perhaps try investigating what to buy to be a good mother in different scenarios..?

也许可以试着调查一下在不同的情况下，买什么东西才能成为一个好母亲？

## COMMUNICATION

### Evidence

The form (book) lends itself well to publication and in a sense there is something practical and direct about choosing such a ready-to-publish form. The (somewhat) interactive parts of the book engage the audience. The tone of the text in this book is good for audience to be reflective. The practice investigates the image of motherhood in capitalism as well as in patriarchy from different themes. It is a readily-understandable project.

这种形式（书）很适合出版，从某种意义上说，选择这样一种随时可以出版的形式，有一些实际和直接的意义。书中的（某种程度上）互动部分吸引了观众。本书中的文字语气很适合观众反思。该实践从不同的主题调查了资本主义以及父权制中的母性形象。这是一个容易理解的项目。

### Development

The timetable sheet is interesting for me, it shows a highly rigorous schedule which is very satire. if it could be more detail it would be good. The interactive parts of the book (fill in the blanks for example) could be developed more and encourage more active reflection on the reader's part. Could the audience become part of the book? Beini

shows her audience the consumerist system at play very well. But could we learn more about how they see themselves within this system / how it affects them personally?

时间表对我来说很有意思，它显示了一个高度严格的时间表，这很有讽刺意味。如果它能更详细一些，那就好了。书中的互动部分（例如填空）可以更多的发展，鼓励读者更积极的思考。观众可以成为书中的一部分吗？贝尼很好地向观众展示了消费主义体系的作用。但我们能不能更多地了解他们在这个系统中如何看待自己/它如何影响他们个人？

## REALISATION

### Evidence

The form and whole publication atmosphere is like guidebook, which is interesting, apparently guiding women but opposite the expectations who are wishing to understand the step of how to be a good mom. the size of type is also have highly promotional effect.

Though the project's territory is well-worn, Beini does a good job of contextualising the enquiry within a Chinese context where these concerns are perhaps more fresh than in the long-since uber-consumerist West.

形式和整个出版物的氛围就像一本指南，这很有趣，表面上是在指导妇女，但与希望了解如何成为一个好妈妈的期望相反。

虽然这个项目的领域已经很老套了，但贝尼很好地把这个调查放在了中国的背景下，在中国，这些关注也许比在早已盛行消费主义的西方更新鲜。

### Development

Perhaps there could be as different issues like magazines, which is sub-themed or something else.

Delve more into this facet (the growth of advertising and consumerism in China) of the work as this is where the new territory exists.

也许可以像杂志一样有不同的问题，这是次主题或其他东西。

对作品的这个方面（广告和消费主义在中国的增长）进行更深入的研究，因为这是新领域存在的地方。