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I analyzed one image made by Richard Kinston which depicts the Mona Lisa in a new and modern environment. I will use semiotic analysis to show how this image depicts the change in societal trends and how it affects our perspective. The image is recognizably a parody of the original Mona Lisa by Leonardo Da Vinci. The heavy makeup and puckered lips mock the popular “duck” face used in social media today. But there is more than just social media being shown.

As I listed in the presentation, there are many denotations that make me understand what kind of message the artist is trying to convey. The artist still includes a similar color scheme to the original and keeps the same background emphasizing the importance of natural beauty and realism. The makeup and painted nails contradict that and portrays how the current beauty standards affect how women present themselves to society. He is creating a counter hegemony by exaggerating those features.

The smartphone is from a different time period as well making a statement to how technology can affect people's lifestyles and values. People are more focused on how they look on social media instead of in the real physical life. It disturbs our connection to day-to-day life and the world in front of us. The position of the picture is important as well. Instead of a normal portrait it is a mirror selfie. The camera is facing the viewer but it captures the woman in the mirror. The action of the selfie indicates the woman’s desire to be popular and/or be a “wanna-be”. In other words take part in cultural standards to become likable.

Furthermore, this image is a parody of beauty standards and life standards. What we have and act impacts how other people view us. As humans we are natural caution and insecure about how we are around others, especially strangers. The addition of social media makes interactions with others more accessible but more complex too. Along with access, social media has created new standards for women and how they appear. This image shows not only how, in the author’s point of view, ridiculous these beauty standards are but how it can negatively affect women. The pressure on women is to always look good and without makeup, a woman may seem lazy or unattractive. So women may feel the need to wear makeup or dress a certain way to be attractive to others but not be confident in themselves. The author emphasises that makeup covers natural beauty and social media enforces the notion to cover up flaws. Covering up flaws instead of embracing them is something women in this society face constantly. Social media is another tool to persuade people to believe that inorder to be perfect you have to look the part, even if it is far from that person’s physical or mental reach.