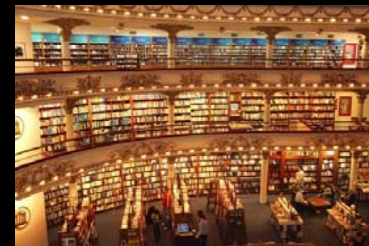


THIS WEEK, THE CONSUMER



**BODY MODIFICATION
AND INDIVIDUALISM**

WATCHED FREE TO AIR TV



ZenithOpti

No	Program	Network	Average Audience
1	Packed to the Rafters	7	1,709,000
2	My Kitchen Rules – Tuesday	7	1,425,00
3	My Kitchen Rules – Monday	7	1,373,000
4	My Kitchen Rules – Wednesday	7	1,360,000
5	Seven News	7	1,265,000



Source: OzTAM' (Top 5 programs ranked by audience, consolidated week commencing 13.03.11 to 19.03.11 5 City Metro, 0200-0159, basic program logs as per schedule)

WATCHED FTV DIGITAL CHANNELS



ZenithOp



No	Program	Network	Average Audience
1	The Amazing Race	7MATE	364,000
2	Jonathan Creek	7TWO	339,000
3	Heartbeat	7TWO	318,000
4	Neighbours	ELEVEN	315,000
5	Heartbeat	7TWO	300,000

Source: OzTAM' (Top 5 programs ranked by audience, consolidated week commencing 13.03.11 to 19.03.11 5 City Metro, 0200-0159, basic program logs as per schedule)

WATCHED STV SPORT



No	Program	Network	Average Audience
1	Live: NRL – Bulldogs V Wests Tigers	FOX SPORTS 2	245,000
2	Live: Football – A-League Grand Final	FOX SPORTS 3	218,000
3	Live: NRL – Wests Tigers V Warriors	FOX SPORTS 2	208,000
4	Live: Cricket – ICC World Cup Australia V Kenya	FOX SPORTS 3	177,000
5	Live: NRL – Storm V Titans	FOX SPORTS 2	174,000

Source: OzTAM' (Top 5 programs ranked by audience, consolidated week commencing 13.03.11 to 19.03.11 5 City Metro, 0200-0159, basic program logs as per schedule)

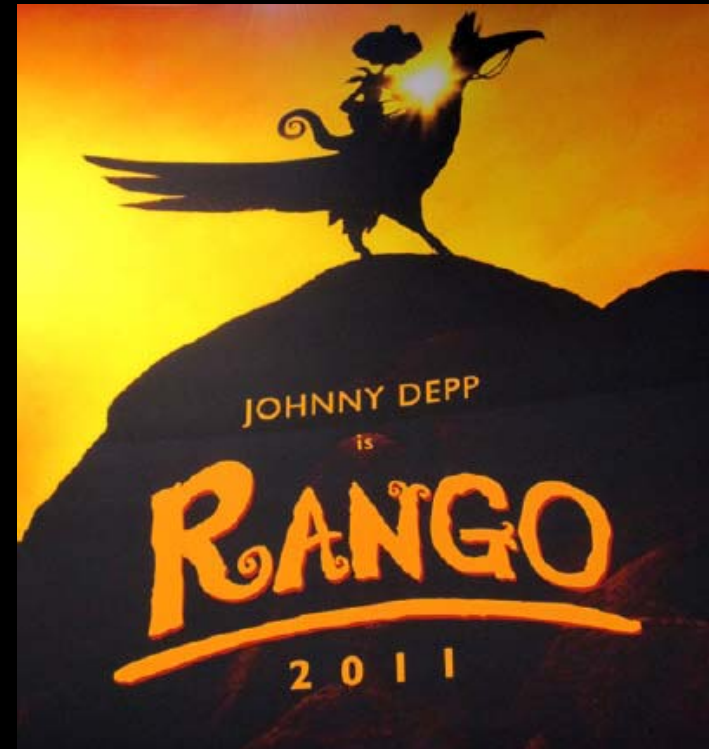
WATCHED STV SHOWS



No	Program	Network	Average Audience
1	Tinker Bell and the Great Fairy Rescue	Disney Channel	77,000
2	Selling Houses Australia Extreme	Lifestyle Channel/+2	62,000
3	Beneath the Planet of the Apes	Fox Classics	55,000
4	American Dad!	Comedy Channel	52,000
5	The Book of Eli	Showtime	50,000

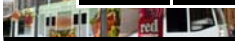
Source: OzTAM' (Top 5 programs ranked by audience, consolidated week commencing 13.03.11 to 19.03.11 5 City Metro, 0200-0159, basic program logs as per schedule)

AT THE BOX OFFICE



Zenith

No	Movie	Weeks In Cinema	Weekly Total	Gross Total
1	Rango	1	\$2,709,558	\$2,709,558
2	Hall Pass	2	\$1,461,969	\$4,105,001
3	The Adjustment Bureau	2	\$1,404,600	\$3,869,264
4	I Am Number Four	3	\$764,517	\$6,142,513
5	The King's Speech	12	\$744,688	\$28,513,119



TOP FIVE SELLING SINGLES

1 S&M
Artist: Rihanna



2 On The Floor
Artist: Jennifer Lopez ft. Pitbull



3 Price Tag
Artist: Jessie J Feat. B.o.B



4 Born This Way
Artist: Lady Gaga



5 Coming Home
Artist: Diddy and Dirty Money Feat. Skylar Grey



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BODY MODIFICATION AND INDIVIDUALISM



HISTORY

Tattoos have a rich history. In the past, different cultures assigned differing values to the indelible markings.

MIDDLE EAST

As a sign of respect for the dead, people would cut themselves and rub ash into their wounds. There is even documentation suggesting the ash came directly from the funeral pyres of the cremated

CHINA

In Confucianism, the believed that the body was a gift from parents and a continuation of the ancestral bloodline. Damaging the body through tattoos and piercings was considered a grave offense.

EUROPE

In Europe, with the rise of Christianity, tattooing was perceived as the final remaining elements of paganism and was consequently banned

SAMOA

Believed as the origin of the word (tatau). The process they use has remained unchanged for 2000 years. The markings represent age, rank and title. It is an incredibly painful and costly procedure

JAPAN

Japan has a long and rich history with tattooing:

Ainu

The indigenous people of Japan typically wore facial tattoos

1603-1719

Tattoos were reserved for manual workers, firemen and prostitutes

1720-1870

Criminals were tattooed as a mark of punishment, replacing the practice of removing the convicted persons ears or nose

Consequence

Facilitates sub culture of criminals and outcasts who could not integrate with mainstream society because of their visible tattoos. This has been linked to the formation of the Yakuza, with whom tattoos have become synonymous



SUBCULTURAL IDENTITY

As discussed, body modification was a discernable practice in many countries all around the world for hundreds upon hundreds of years. There is a movement that is much more recent, but just as influential – punk. Those who subscribed to the punk subculture and way of living tried everything to differentiate themselves with mainstream culture.

While they were strong in aural culture and political rejection, perhaps their most notable characteristic was their appearance. Their garb was a bricolage of numerous themes, trends and items. Their hair was often wild, shaven or brightly coloured. In addition they would more than likely sport both visible tattoos and piercings.

These markings has a similar effect on the subculture as they did in Japan as aforementioned on the previous page. Those with visible body modifications and markings were often segregated by society for their clear differentiation. They were not afforded job opportunities nor even the same respect as other citizens.

This did not worry them – in fact it was beneficial to both sides of society. Neither wanted association with each other and were happy to forge the segregation with DIY tattoos and safety pin piercings. Any way punk is dead – and when you think about the meaning it had in the 70s then you would agree that it is. More recently we saw a surge in 'emo' and a rise in the trend of hardcore. This is probably best described with the ascension of Byron Bay band, Parkway Drive into the Triple J Hottest 100. It can also be seen on the streets with hoards of teenagers wearing barely legible band shirts of heavy bands.

One thing that isn't dead in the second wave of punk/hardcore/whatever you want to call it is tattoos and piercings. However unfortunately for the followers of this subcultural trend – there is little meaning in the markings. I say this coming from a few years spent trying to fit in and associating myself with these people. Tattoos which matter have been replaced with tattoos to displease one's mother. I lived with a boy who had a large collection of meaningless tattoos – some of which included a skull and cross bones taco and Tupac, when he really liked Biggie.

There is also this weird trend – particularly amongst the males, to sport a full sleeve of tattoos before your 19th birthday. The girls will adorn themselves with swallows, owls and timepieces. Some will even go far to differentiate themselves in such a way that their tattoos will serve as a colourful homage to childhood cartoons or sweet treats. Don't get me wrong, I love cartoons and sugar – but there is no way you would see me with a Snow White sleeve and a necklace of inked on candy hearts.



PIERCINGS

Our most outrageous piercing locations were actually once considered standard practice. The Romans would pierce their nipples to showcase their bravery. Truth be told, they also did it as a practical means of fastening their cloak. The glorious nipple piercing was also popular amongst Victorian society girls. Those in Borneo were influenced by the Karma Sutra and pierced those regions.

In many societies, piercings are done to signify status within a tribe, a rite of passage, or as a talisman to ward away bad spirits. In western culture, one could argue that the purpose for the piercing, or even tattoos is a visual response to the disposable mentality of fashion and consumerism.

AFRICAN TRIBES

Ear, nose and lip piercings enable them to wear ornaments which will identify their tribe and protect them from bad spirits. African Pokot girls wear lip plugs when they are married, which is also done by Turkama men and women. Lip plugs are also worn by some men of the Amazonian tribe to show their status wherein the elders have bigger plugs or plates every year.



INDIA

Nose rings are the trend which became popular among the mughals, indicating whether the man or woman is single or married

WESTERN WORLD

A sudden change happened in the nature of body piercing, caused by several factors but most significantly, the adapting of navel and eyebrow piercing by the fashion world. Because the use of these piercings are made public on television, it dictated to the general public that piercing is fashionable. Secondly, it opened the possibility of going to extremes with body piercing, as opposed to fashion. And thirdly, those who have been practicing piercing on their body for several years have become aware that the practice of body piercing is already widespread.

NUNIVAK TRIBES OF NORTH AMERICA

Nunivak tribes of North America wear lip or labret piercings while silver jewellery was worn in the septum of the Clayoquot tribes to denote status. Other septum piercings, gilded with plant stems and bone jewellery are worn by tribesmen of Papua New Guinea. Piercing located in the eyebrow, tongue and ear are modern practices developed in the west.



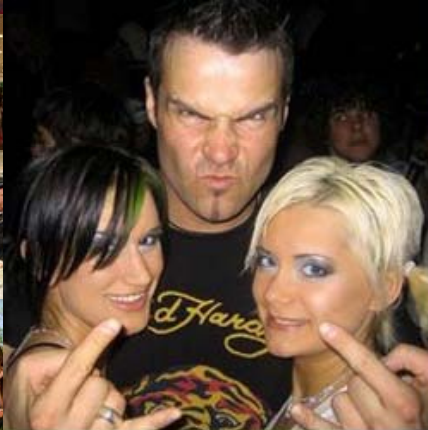
TATTOOS FOR BRANDS

Everyone's least favourite clothing brand, Ed Hardy used tattoos to sell their brand.

I have no words, only photos.



Zenit



TATTOOS AS ADVERTISING

Do you love to gamble? Do you love attention? Do you like making money by sitting still?

Then, by gum – I have a job for you! Tattoo goldenpalace.com on your forehead. I am sure many of you remember this clever young lady who had the website for an online casino tattooed on her forehead for a cool \$15,000 USD. If you actually go and explore the site, you will quickly realise that company is as dodgy as their advertising. More recently the brand launched into advertising (again using a tattoo) across the pregnant belly of a Chihuahua. Cool.

More recently, high fashion brand, Chanel launched their own line of temporary tattoos for their SS 2010 Paris collection.

When you actually stop and think about it, advertising tattoos aren't that far fetched. Think about it, there are already thousands of people out there with brands tattooed on their skin. Then again, can we really draw the line and find a difference between having the Nintendo logo engraved on your skin and getting a tattoo of your favourite band?

Well pretty sure we can all draw the line at a forehead tattoo depicting a permanent URL.

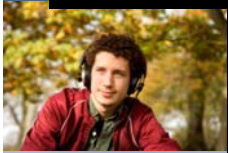


RIDICULOUSLY TATTOOED/PIERCED PEOPLE



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VISIT US ONLINE



<http://thisweektheconsumer.tumblr.com/>



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The screenshot shows a Tumblr blog interface. At the top, there are navigation links: '+ FOLLOW', 'ASK', and 'ARCHIVE', along with a search bar. The main content area features a large title 'THIS WEEK, THE CONSUMER' in bold black letters. Below the title is a subtitle 'I KNOW WHAT YOU DID LAST WEEK...' and a decorative flourish. The central focus is a video player with a play button icon. The video thumbnail shows a group of women in black dresses performing a dance or exercise routine in a studio. A red banner above the video says 'Posted 3 days ago'. Below the video player, the text 'Runaway, fast as you can.' is visible. The background of the blog post is a grid of small, repeating images, including the man with headphones, the woman reading, and the stock exchange floor.