

In what ways do values affect the production of knowledge?
Knowledge and the knower

Object #1 - Original sketch



Many use art to reflect their personal beliefs and values and these same values affect how artists create and showcase their work. For example, say that a dedicated Christian and atheist create a piece of art illustrating their experience with Christianity, though there is shared knowledge surrounding the religion, the pieces would look starkly different as the artists' personal values contrast. The sketch featured is my own which details my personal values surrounding my personal mental health issues. This affects how the art is created and how that knowledge is showcased. The style in which the sketch is created is also a product of my own individual values as I favour

bright colours, whilst other artists may choose more muted colours due to their preferences and intent. Colours affect mood, and hence the intended meaning of the piece. In this sketch, both bright and darker colours are used to showcase feelings that are just out of reach, therefore demonstrating the values I hold in regards to making beautiful art. Within the sphere of the art world, personal values and experiences are almost a prerequisite to be able to create long lasting knowledge that resides with the audience, whether they harbour similar values or not which, in turn, creates an area of shared knowledge. In my sketch, I felt as if there needed to be a balance between bright and darker colours as well as a mix of mediums to better portray my personal values to the audience, showing that artists make choices when it comes to their work and how, in the end, the art they create comes down to their personal values and the knowledge that is produced because of it.

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Object #2 - 'John Dillermann,' a Danish children's TV show.

Denmark launches children's TV show about man with giant penis

Critics condemn idea of animated series about a man who cannot control his penis, but others have backed it



▲ Still from the first episode of John Dillermann. Photograph: DRTV

John Dillermann has an extraordinary penis. So extraordinary, in fact, that it can perform rescue operations, etch murals, hoist a flag and even steal ice-cream from children.

I found the show *John Dillermann* through The Guardian, a British newspaper. This controversial Danish children's television show explores explicit content and here, author Helen Russell reports on it, commenting on the controversy circling it. Some argue that it perpetuates 'locker room culture' by basing a show entirely on a man whose genitalia has a life of its own, whilst others argue that Dillermann takes accountability for

his actions and is a good role model for young children.

Whatever hot takes there are, it is obvious that the personal values of the creators behind the show are inevitably portrayed through its mere existence. The TV company has created controversial characters in the past, the most influential being a cross-dressing man, as well as a man who dislikes baths, swears and smokes a pipe all at the same time. *John Dillermann*, however, takes a more radical approach to their blatant challenging of the shared values that Danish culture holds.

Children's television shows have an impact on their impressionable viewer's minds, which makes the transmission of values simpler. The unique values that *John Dillermann* projects to children are no different. Many television companies are wary about the values they put forward as to not deter large groups of potential customers, Disney being an example of this. The LGBTQ+ community has been frustrated with the lack of representation in its shows but Disney risks losing a more conservative fanbase if an explicitly LGBTQ+ character is showcased, putting them in a tight spot. They have manoeuvred their way out of the problem by creating characters that are on a greyscale in terms of their sexual preferences-not explicitly

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identified as LGBTQ+ but not explicitly defined as straight, such as princess Elsa, whom many speculate is a lesbian. This satisfies both ends of their demographic showing how values affect the way that knowledge is produced. *John Dillerman's* creators are quoted in *The Wrap* saying that their main concern was "if children were entertained by the show," and is completely unapologetic, which makes it unique in the way that their values have shaped the knowledge they create even if it might combat the shared values of the Danish community.

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Object #3 - Tesla Model 3



Tesla's mission statement is, "to accelerate the world's transition to sustainable energy," a set of values that many other luxury car brands choose not to acknowledge. Elon Musk, the creator of Tesla itself, is an avid believer in sustainable energy which his cars and speeches have proved. His values have therefore affected the way he created his company, and could in the future, change the world's collective knowledge surrounding electric cars. Hummers, a brand of SUVs and trucks, failed for multiple reasons, one of them being the amount of fuel needed to power them and the ever-growing price of gas. Due to how fast the Hummer used up fuel, they were labelled one of the worst cars for the environment, a stark contrast to Tesla, which preaches clean energy.

General Motors has revived the Hummer name in an attempt to boost sales and rid the Hummer of its dirty reputation by launching a completely new kind of Hummer, one that is electric. Here is a clear demonstration of how our shared values as consumers have been altered with the emergence of luxury car brands that are marketed as environmentally friendly. Tesla has led the way for electric luxury cars, leading as an example of strong core values that are mirrored in their products they release and has, in many ways, relieved the stigma that electric cars have in the automobile industry. The values Tesla exhibits have not only affected the way other companies advertise and build their brands, but have also created a shift in the way the public view their patterns of consumption, altering the way the automobile industry will function in the future.

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