

An Apple:
symbol of
knowledge

Colours: dominant of **blue and grey**, futuristic and drab (*terne, gris) background, all dressed the same in blueish overalls, all bald men (they all look alike), marching like an army or like prisoners, then sitting down, expressionless, like robots, being **brain-washed**

What for?

New Apple computer: Macintosh

When?

Made in **1984**

Hence/
thus /
therefore

A commercial, an ad
(short for
"advertisement")

Reference to the novel by George Orwell, **1984**, published in 1948, a **dystopian** novel to warn against and denounce dictatorships, totalitarianism, authoritarianism ("Big Brother is watching you")

The man on the screen, Big Brother-like, no eyes (a skull?), voice of **authority**, like a general galvanizing its troopers – speech sounding like a declaration of war (enemy, ideology, glorious, we shall prevail...). Repetition of WE and ONE, emphasize on unity, they are **not allowed to think for themselves**

Whereas / while / contrary to

The woman (only female), blonde and dressed in **white and red** – young, attractive and **unique** in this drab world. She is running and throwing a hammer at the screen (strength) – **defying authority = action / revolution**

She is being chased by the Police (men in grey uniforms, wearing helmets – no face).

Women in the 80s: powerful, new match for men on the work market, independent

Here, she is the only one who seems to have her own opinion and who is able to express it, the only one who has an individual identity.

The savior of mankind?