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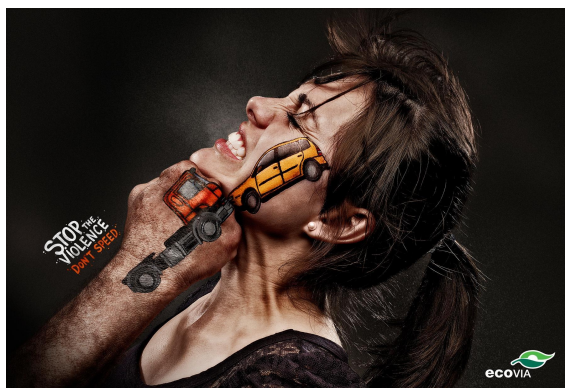
COMD 3504

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Advertisements come in a variety of different forms and styles in order to portray its messages to the audience, and within these ads they all utilize a form of rhetorical device one way or another. Roland Barthes “Rhetoric of the Image” goes further in depth about the relation between the work and the usage of linguistics along with other rhetorical devices used within graphic design as a whole. In this paper I would be discussing an ad made by Ecovia and how it uses rhetorical devices to convey its messages.

Ecovia Intelligence is a specialist research, consulting & training company that focuses on the global organic & related product industries. The ad was made around 2013 and was made for Ecovia as a way of spreading awareness and warning of safe driving, the ad itself was made by a agency network named Terremoto, who has made a number of ads for Ecovia.





The ad itself depicts a image of a person with a vehicle tattooed across their face being punched by a fist that also has a tattoo of a vehicle on it, that visual itself cleverly uses this act of violence to show the severity of a car crash, the imagery also depicts both the tattoo of both vehicle and the face and fist making contact. In total there are 5 ads made for this campaign which all use similar imagery but talk about different types of actions that can cause driving risks.

Roland Barthes “Rhetoric of the Image” talks about the usage of imagery and how a good ad focuses on the image while the words and caption simply serve as an accessory to the message it's trying to show. In “Rhetoric of the Image” Roland Barthes speaks of how “The image immediately yields a first message whose substance is linguistic; its supports are the caption, which is marginal, and the labels, these being inserted into the natural disposition of the scene”. This quote fits perfectly with said advertisement because the ad itself carries little word, with about over 85 percent of it being just the image. The image itself also speaks volumes as it serves an example of a connotative aspect as it uses the vehicle tattoo and the reaction of the person getting punch to portray the impact of a car crash as a comparison, because we all know a punch to the face is painful and even deadly, and seeing it happen will cause our first reaction to said event to be that of flinching in pain. This reaction of pain and knowing it hurts without experiencing it helps translate to the severity of a crash which is cleverly place into the impact of

the punch, as for the captions, its small but has enough presence to make us notice it's there which in turn will lead ours eyes to it after seeing the photo. Similar to the quote the caption itself further expresses the message without it drowning the image, and as for the logo, it is placed in the bottom right corner as the logo isn't the focal point, the message they're trying to say is why it occupies the far corner of the ad.