

## Assignment 9 second paper

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When we talk about image, the first thing one would think of would be a picture, and a picture is usually a copy of something, a photo is a copy of a real life moment, and an artwork is a copy of a person's imagination and creativity. Ironically linguists don't like the status of language for communication, words can be used to express a person's feeling and how connoted a person can be, however words are very limited when it comes describing a scene or landscape for example when a person is trying to describe a landscape or scene that no one really knows then everyone would picture something different which is nice because it gave people the ability to use their imagination and expand their emotion and creativity but the downfall to that is when you want something to be precisely pictures are superior in many ways because we're all looking at the same image.

One example would be cave paintings, back then when written language didn't exist cave paintings were the only method to pass down information for the next generation, and from a modern perspective, it was a great success. Cave paintings were the dairies for people to track down their history, on the other hand some paintings are hard to translate because of its polysemy, what we see now is an understanding of an image of modern people's mind and they might mean something else. The linguistic message isn't always constant, although images give us the picture to look at but the meaning behind these pictures often is very hard to find without using words, and this is why language is such an important evolutionary invention for human society.

Personally, I am not a fan of poetry. Poems are hard to understand, they are sentences written by poets who are using language that everyone understands in an incomprehensible way to portray their knowledge in a high-end way, and exactly why I dislike them because I believe written language should be a message to be passed down to one or another, not a way to show off their writing skill to people. Barthes also mentioned “in the cinema itself, traumatic images are bound up with an uncertainty (an anxiety) concerning the meaning of objects or attitudes.” and I agree with that because in a movie, using words to express an atmosphere would be bland and boring, you use every detail of the object in the scene to express how the situation is. Same in comics and mangas, when a person is reading one it is about the expression of characters, the background and camera position to build up a scene, words are acted as a support for people’s emotion.

The image below is an advertisement for Mitsubishi Motors, the first glance is that the car is in an unrealistic place, you see a lot of tentacles in the ground popping out with sand and dirt, and creatures with tentacles are obviously either octopus or squid and they live in water. It is very unrealistic for those creature to be on land in the advertising they made these huge tentacles surrounding the car to prove the durability of the car, some of the tentacles are sliced (or destroyed) in half, and the text with it “Go places no gps would recommend” is another connoted message in this ad to demonstrate you don’t have to be worry about the car’s durability despite wherever you are even you are being attacked by some kraken-like creatures. A lot of details are in this ad, one of the tentacles is grabbing the left rear view mirror but the car doesn’t care and advancing forward tearing it down.



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RECOMMEND.

mitsubishi-l200 TRITON. REAL STRENGTH AND RESISTANCE.

