

1

BARTHES

According old etymology
 ↓ word
 IMAGE
 ↓ linked to the root
 imitari

semiology = semiotic
 the study of signs and symbols and their use and interpretation
 of the origin of words and the way their meaning changed throughout history.

LOGICAL REPRESENTATION (the copy) = language with some concrete rules which deals with propositions
 produce TRUE SYSTEMS OF SIGNS

NO

STATUS OF LANGUAGE
 TO ALL COMMUNICATION
 by analogy

AGGLUTINATION = formation of clumps of cells or mass or group formed by the union of separated elements

When communications are not articulated (gestures or bees language)
 ↓ they are not founded on phonemes - any distinct units of sound in a specified language that distinguishes one word from another

LINGUISTIC NATURE OF IMAGE??

↓ resistant to meaning
 ↓ because (according to mythical idea) of life
 THE IMAGE IS

RE-PRESENTATION

IMAGES IS weak in respect of meaning

showing or feeling a strong aversion

anthropathetic to lived experience

2

people think that

Image is a rudimentary system of comparison to image

Signification cannot exhaust the image's infinite richness, to great or extreme to be expressed or described in words
 (to give a meaning)
 the act or process of signifying by signs or other symbolic means

HOWEVER

IMAGE IS

THE LIMIT OF MEANING

spectral = that seems to disappear

(it permits the consideration of a veritable ontology of the process of signification)
 Indubitable

IN ADVERTISING

the signification of the image is undoubtedly INTENTIONAL

the signifieds of the ad image are made a priori according to the attributes of a product

optimum - most conducive to a favorable outcome, but the most favorable conditions or level for growth, reproduction or success

if the image contains SIGNS

and need to be transmitted as clearly as possible

both are full
 ↓ so the IMAGE is frame (or at least emphatic)

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THE 3 MESSAGES

the Panzani image

↳ 1st message = LINGUISTIC

because of the captions which is marginal and the labels (at the margin of the scene)

CODE is from FRENCH LANGUAGE

↳ so you only need to know how to write and French language

PANZANI = not only the name of the brand but also by assonance

has an additional signified

↳ ITALIANITY

↳ the repetition of sounds of a vowel, relatively close juxtaposition of similar sounds especially of vowels

THE LINGUISTIC MESSAGE

DENOTATIONAL

CONNOTATIONAL

typical sign = ex. iconic, gestural, verbal signs
the sign of a system insofar as it is adequately defined by its substance

Since we have only a single sign (of a written language)

it will be counted as

ONE MESSAGE

anecdotally = according to or by means of personal accounts rather than facts or research

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THE PURE IMAGE

has discontinuous SIGNS (which are not linear)

TO READ THIS 1st SIGN idea = return from the market

WE USE A KNOWLEDGE WHICH IS IMPLANTED IN OUR HABITS OF THE CULTURE OF SHOPPING FOR PURCHASE

↳ = SIGNIFIED
↓ which implies two extrinsic values

the freshness of the products

characterized by feeling intense excitement and happiness

essential domestic preparation for which they are destined

SIGNIFIER

is the half opened bag which let

the products to spill out on the table

2^o SIGN — SIGNIFIER (the colors red, yellow, green (tomato, peppers))

SIGNIFIED (ITALY or better Italianity)

3^o SIGN — the collection of different objects transmit the idea of a total culinary service

↳ PANZANI furnished everything you need for a balanced dish and the concentrate in the can is the equivalent of the products that are around it

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4° SIGN (COMPOSITION)

↳ of the image
SIGNIFIED - the nature morte (still life)
↳ based on cultural knowledge

5° SIGN → the place of the image in the magazine and from the emphasize of the labels (and the caption)

↳ signification is the ad nature of the image
as functional

The signified of all 4 signs is GLOBAL (for ex Italian way)
↳ imbued with euphonic values

2° MESSAGE = (ICONIC)

signified = real objects in the scene

signifier = these objects photographed to give a message

The relation between thing signified and image signifying is analogical represent
↳ not ARBITRARY

3° MESSAGE = (LITERAL)

↳ the relation between signified and signifier is

QUASI-TAUTOLOGICAL

↳ redundant, true by virtue of its logical form alone
the sign of this message is not drawn from an institutional stock, is not coded, it is a

MESSAGE WITHOUT A CODE

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diegesis = a narrative or plot, typically in a movie

To read this last level of the image (this 3° message) all you need is the knowledge bound up with our perception

nil = zero, nulla non existent

↳ the study of human societies and cultures and their development
anthropological knowledge

SIGNIFIER = WORD
SIGNIFIED = MEANING

the structure of an image is the final inter-relationship of the 3 messages (the 1°) imprinted in the 2°

KONIC MESSAGES (cultural and literal messages)
literal is in support of the ~~access~~ symbolic message
↓ DENOTED ↓ CONNOTED

Does the image add to the info in the text or does the text add info to the image?

LINGUISTIC MESSAGE

has two functions:

ANCHORAGE (the text explains helps to identify and interpret the image)

RELAY cited in cartoons and comic strips the words are fragments (a snippet of a dialogue)

ALL IMAGES ARE POLYSEMIOUS
↳ having multiple meanings

↳ the reader has to choose which meaning

CONNOTATION = an idea or feeling that a word invokes in addition to its literal or primary meaning

ex. blue is a color but also describe a feeling of sadness

↳ connotation can be positive or negative

in movies a relay text let out meanings that can not be found in the image
THE LINGUISTIC MESSAGE is a technique used to fix the floating chain of signified

the text helps to identify the elements of the scene and the scene itself

DENOTED DESCRIPTION OF THE IMAGE

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giving a name

The denominative function

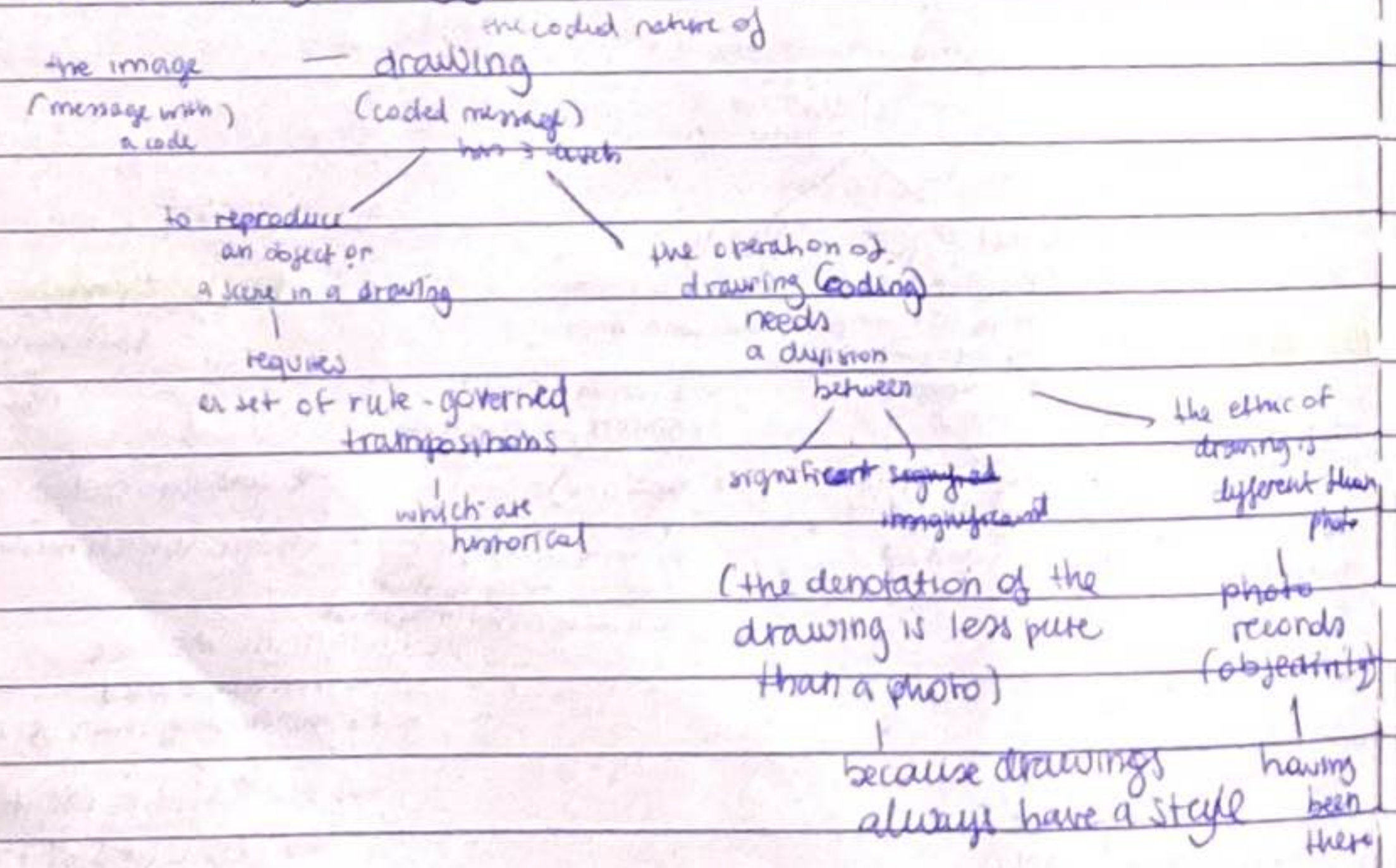
! corresponds to an ANCHORAGE of all the possible denoted ~~meanings~~ meanings of the object by using a NOMENCLATURE

for ex. the caption helps to choose the correct level of perception

permits to focus on my gaze and on my understanding

SYMBOLIC MESSAGE (not the interpretation but) identification guides the interpretation

THE DENOTED IMAGE



ELUCINATION:

8 explanation that makes something clear

UTTERANCE = a spoken word, the act of saying or expressing

RETHORIC OF IMAGE

the number of readings of the same lexical unit or LEXIA (of the same image)

varies according to the individuals

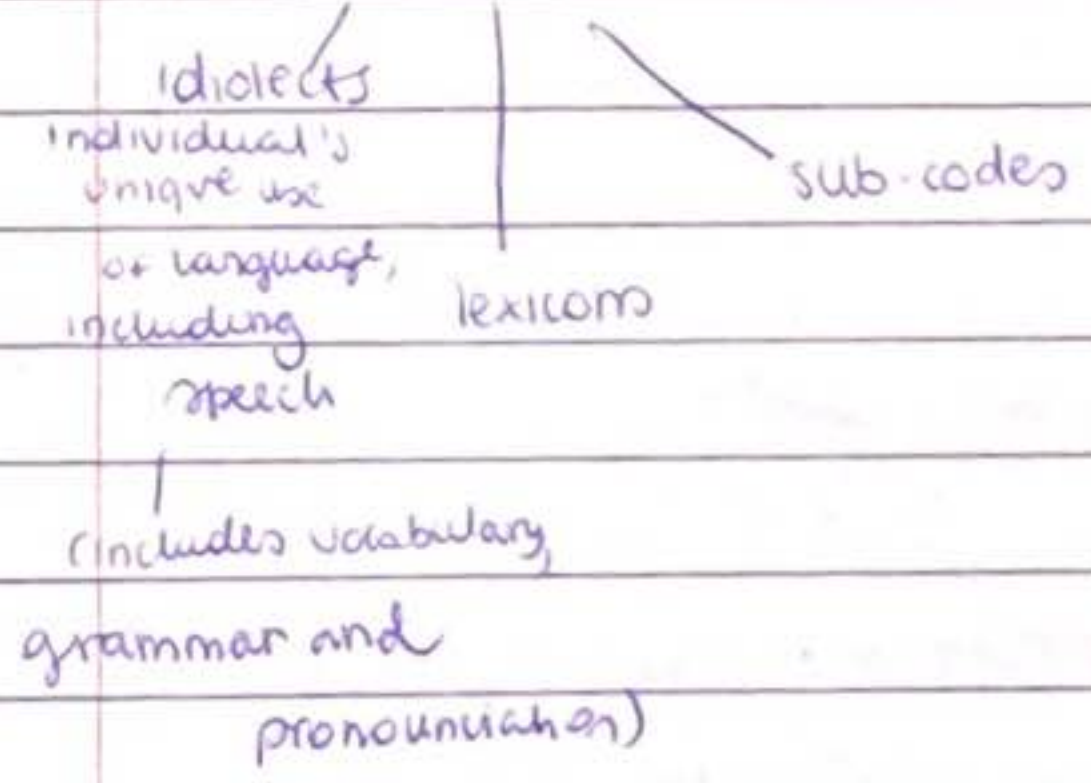
In PANZANI AD

4 connotative signs have been identified (there are more)

↓ the one LEXIA

mobilizes different lexicons

LANGUAGE is composed of



ITALIANICITY = the condensed essence of everything that could be Italian