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The rhetoric of the Image: Glade Atmosphere Collection Advertisement

According to the meaning of rhetoric is the art of persuading people and in the world of advertisement, rhetoric plays an important role at the time to convince people of the idea that the ad wants to transmit. And, in the word of the advertisement play and important role like Ronald Barthes essays “Rhetoric of the image” said “advertising the signification of the image is undoubtedly intentional; the signified of the advertising message are formed a priori by certain attributes of the product and these signified have to be transmitted as clearly as possible.”. In this case, I will talk about one advertisement by Glade, the famous American brand of air fresheners, and other similar products. This ad promotes the new Glade Atmosphere Collection (Figure 1) with good promotion of buying one and getting another one with 50% off. Analyzing the graphic elements of the advertisement, it can be divided into two parts, the first shows the products with the two bottles of glade surrounded by different ingredients, and the most important one, a woman in a blue dress underwater.

The hierarchy of the ad falls into the word “IMAGINATION...” (excluding the Glade logo) that goes with a complement phrase: “...We have a fragrance for that”. The literal message gives an idea of the idealization of an incredible and perfect fragrance that you only can have in your imagination. Glade provides an idealistic idea of a perfect fragrance. And what is more perfect than your own imagination or dreams? This concept of imagination, idealization, dreams,

and all similar connotations is complemented by the color scheme. The blueish predominant color on all the ad is very similar to the artwork of Joan Miro, a surrealist Spanish artist who painted “Photo: This Is the Color of My Dreams” which show a small dot of blue color with the phrase “Ceci est le couleur de mes rêves” or “This is the color of my dreams”. Also, the woman is wearing an elegant blue dress and she is underwater with a very joyful expression (For better image quality see Figure 2). Another coded iconic message the woman provides is that she is refreshing herself underwater in an underwater palace giving an illusion that she is in a dream, an imagination, a fantasy tale, like a combination of Cinderella with a Little Mermaid. Also, the blueish color also represents freshness, like the sensation of getting into a cold pool in summer. The palace is related to a gorgeous atmosphere, one of the words that are part of the Glade collection. All these ideas convey into the word imagination, perfection, or idealization that Glade wants us to think is the anchorage word of this advertising.

The other part has two different bottles of air freshener surrounding different ingredients like a pear, a coconut, and some petals of distinct flowers. This imagery is complemented with the words “Fine Fragrance Mist. Fragrance infused with essential oils” which makes us think that these Glades products come from these ingredients. The coded iconic message of these ingredients represents a natural element and is related to the words of essential oils. In addition, there are some redundancy or denotational linguistic message with fragrance, which is repeated three times in the ad and is represented graphically with the two bottles of Glade air fresheners. I found this ad on a CVS pharmacy paper weekly circular ad, so the words “Buy 1 get 1* 50% off with card. All Glade” are related with the intention of convincing the viewer to get this deal.

In conclusion, the Glade Atmosphere Collection advertisement tries to convince the public that its product will offer them the experience of being in an imaginary atmosphere since

the message it conveys is that its fragrances are perfect as the imagination, or the best dreams and you need to get this deal.



Figure 2



Figure 1

References

Roland Barthes' 1977 essay, *Rhetoric of the Image*.