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Faber-Castell Advertisement



Viewing numerous advertisements, creative efficacies are usually entrenched in the minds of individuals as the instruments and sources of inspiration. Faber-Castell pencil organizations maintained this theory in mind when developing the above advertisement. The advertisement reveals the tips of a pen as the spotlight for an aspiring musician in the center of an “aha” minute of revelation. The tagline in the advertisement states, “In every pencil, there is an idea waiting to be discovered,” (Willis et al., 12) leaving no doubt about the information in the advertisement.

**The Linguistic Messages in the Faber-Castell Advertisement**

Societies crack the doubt or images within their cultures by solving the “floating chain” of signified with a linguistics message that influences the clarities, the sign, and the anchors of the intended information. Therefore, the linguistic is a signified description that answers the question, “What is it?” The advertisement above conveys the linguistics message: “In every pencil, there is an idea waiting to be discovered,” (Willis et al., 12). The anchoring is implemented as a technique for managing our thoughts. The linguistic description has substitutive value-the information we read amounts to any thoughts individuals already have concerning the image. The advertisement above exposes the guidelines of a pen as the spotlight for an ambitious musician in the middle of an “aha” minute of revelation.

Relaying is another linguistic message implemented, although rarely used in one fixed image (Afrin et al., 2). Therefore, we find it in printed images, particularly in comic strips and cartoons. In the advertisement above, a lady in the form of a cartoon is used in the printed images.

**The non-coded Iconic messages**

In simple terms, iconic non-coded messages refer to the denoted message of a literal image. When the viewer views the advertisement, the signifiers (the visible items) signify what they mean in reality. In our perception, individuals need no further understanding. Once they understand the signifier “the iconic sign” or object in the picture, individuals understand its significance from its comparison to its visual authenticity- the signified objective. The items offered a realistic, iconic non-coded message and an innocent context to present the general information. The information from the Faber-Castell advertisement is “the literal reality, the scene itself,” whereby the pencil is used as a spotlight for an ambitious musician in trying to identify the four major signs that, despite their discontinuous and not linear, operate together to develop coherent information (Willis et al., 12). For instance, the “signified” item in the advertisement is the pencil.

What represents the return from the market? By way of a signifier, I arrive at the connotation to carefully “read this sign, by trying to understand what the shopping bag implies and the culture surrounding “local shopping,” in contrast to the bulk market buys (Afrin et al., 2). From the printed advertisement above, it is evident that the culture of the “local shopping” is singing. Moreover, the color used in the advertisement, blue, green, and light blue, signifies Germany.

**Denotative and Connotative aspects**

Rhetorical aspects in visual rhetoric are dominant equipment implemented to advance the productive value, leave a strong impression, create clear positive views, and remember the “signified” item. It is worth noting that rhetorical figures in advertising are wide-ranging and are implemented in a much more flexible technique than the information in the text. In the Faber-Castell pencil advertisement, the persuasive technique implemented by the advertisers is an appeal to emotion-pathos (Afrin et al., 2). Additionally, from the advertisement above, pathos is implemented to try and induce an emotional response in the consumer. Whereby, for instance, in the advertisement above, an emotional response of positive emotion, “happiness”, is evoked in the consumer: an image of a musician enjoying herself while using the pencil. However, it is worth noting that pathos can also be categorized as attitudes like guilt and fear.

On persuasive techniques used in Faber-Castell pencil include (1) Avante Garde, whereby the ideology that using this commodity puts the user in front of the times (Afrin et al., 2). The pencil manufacturer motivates ladies to use the pencil to achieve their dreams in life. (2) the use of magic ingredients whereby the advertiser guarantees the user that a miraculous discovery guarantees the commodity incredibly effective. For example, manufacturers guarantee the consumers that there is an idea waiting by using the pencil in pencil. (3) the use of transfer, where the pencil manufacturers have used positive ideas, images, and words to highlight that the pencil is being sold, is also effective and positive.

**Conclusion**

From watching several advertisements, often, creative worth is usually rooted in the mind of consumers as the sources and instruments of motivation towards the product being advertised. Therefore, the Faber-Castell pencil institution upheld this theory in thought when creating the above-printed advertisement. From careful viewing of the advertisement, it shows the tips of a pen as the interest of an ambitious musician in the pic of an “aha” moment of revelation. Notably, the tagline in the Faber-Castell advertisement mentions, “In every pencil, there is an idea waiting to be discovered.” From the description in the advertisement, it is evident that there is no doubt concerning the message in the advertisement.

Works Cited

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