

COMD 3504

Communication Design Theory

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Assignment 10a

In Roland Barthes "*Rhetoric of the Image*", he discusses the elements within an image or photo and how they contribute to the overall meaning of the photo and how it is perceived. The ad I chose for this assignment is the ad for a green coffee creator that created a coffee that helps you lose weight. The ad shows fries within a red container like at McDonalds however only the fries are on fire. The image is on a black background with the light directly on it. There is a tagline below that says burn fat. Below that it says "Don't just Prevent Fat; Burn it."; and under that there is an informational paragraph on the product with images of the product on the bottom right. The tagline is sans-serif and the text is lowercase and in white. Above the image is wisps of smoke and at the top right is the information on where they can buy the product. The Image style is interesting considering the red packaging the fries are in and the fact that only the fries are on fire while the packaging is not on fire.

The meaning of the image is very visible with the combination of the tagline and the image. The coffee and the product helps you lose fat, and fries help you gain fat. The fact that only the fries are on fire, helps emphasize and dramatize the effectiveness of the product. The linguistic messages are seen where the fries are on fire and smoking. The non-coded iconic message is seen where the packaging is red similar to the packaging of fries at fast food

establishments. Not only that but the tagline “burn fat” is all in lower-case and is finished off with a period. A Period in the tagline helps finish the thought, if it had a question mark it would have a different effect, it would be a question, preventing the audience from seeing the effectiveness of the product, Also if the punctuation at the end had been changed it would conflict with the image shown above. The whole element within the image helps to develop the idea of how unhealthy the food is and the effectiveness of the coffee to destroy fat. The text helps develop the idea further and complements the image. The combination of the visual elements and the tagline helps develop the effectiveness of the ad. In my opinion the scientific explanation at the bottom of the ad is not really necessary since all the elements within the ad points towards the overall message. The background itself is similar to the food ads done by most fast food companies that present a product.

In comparison to the reading the text helps direct the viewer towards a specific meaning and in the ad the text “burn fat” , helps the viewer to understand why the fries are on fire. Barthes states in the article “The text is indeed the creator's (and hence society's) right of inspection over the image; anchorage is a control, bearing a responsibility-in the face of the projective power of pictures-for the use of the message”(Barthes,Page 6). This means that the text helps project the creator's message and also helps secure the image. Barthes also speaks on the system of the word and the linguistic image that is incorporated within the word. Take for example the word cloud, the image that pops up when we think “cloud”, the fluffy white object in the sky is the linguistic image. In connection to the ad, when hearing the word burn we think of fire and the creator wanted to play exactly on that aspect. He does that by visibly placing a fire with smoke wisping up from the object. Now the word fat, we think of body weight but also fatty foods , we think of fries, burgers, other fast foods and fried foods. It is signified and shows two euphoric

values; firstly, the unhealthiness of the food but also how fattening it is. The bright red packaging is well-known packaging of fast food places and is very similar to the packaging of McDonalds.



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