

Jaylah Jones

The advertisement I chose is from a company called “Ecovia Intelligence” specialist research, consulting & training company that focuses on the global organic & related product industries. Looking at their past advertisements, they focus on specific visuals addressing national issues. Their visuals are aggressive, with scratchy-looking type fonts; they tend to repeat their designs as the same concept with different people in the image.

In the reading, “Roland Barthes’ Rhetoric of the Image” states, “How does meaning get into the image? Where does it end? And if it ends, what is there beyond?” I asked myself these questions while searching the advertisements and the answers are clear. The meaning gets into the image by the attention-grabber it contains. Someone is getting punched in the face however a bus/ car is drawn across the victim's face and the assaulter's fist. Immediately you can understand the meaning of the image is about the harm of violent driving; specifically drunk driving. As for the question, Where does it end? I don't think there's an answer for that. What is there beyond? There's a clear goal of these visuals to create awareness of stopping the tragic endings of accidents, assuming this is beyond the goal.

In addition, the linguistic meaning is the same as I stated above, the advertisements are a conscious recognition of a normalized issue. There are always deeper things into images and the ways we see them. The way I see something, may not be the way you may see it. The passage, states, “Putting aside the linguistic message, we are left with the pure image.” Putting that quote towards this art makes me think of what we see as the image itself. I explained what the image was, but having a deeper look into it, What else do I see? I see a dark background which may

seem like a small detail but it brings the visual together. Dark colors usually transmit a sense of mystery, black colors stand for formality and power. The “night mode” helps the illusion of alertness in the eyes of the audience. Also, the person getting hit in the photo has spit that the photograph captures while it sprays in the air. A specific detail like that is also significant because it shows the harsh result that the assaulter caused by hitting the victim. This brings me to another quote stated in the reading, “When it comes to the “symbolic message,” the linguistic message no longer guides identification but interpretation.” How do you interpret this message? It’s supposed to be a negative cause and effect situation however maybe you find it humorous? Or you may think it is not a good representation of drinking and driving.

The non-coded iconic message is the “realism” part of the advertisement that the designer connected to. This advertisement was constructed to form an imagery effect to make us think more in my opinion. But it obviously isn’t real it was staged. As for that being a question to think about when looking at the art, it failed because the scene itself isn’t actually reality. But the message definitely is, so did they really fail here? However, the coded iconic message is relevant and clear. The white and red font is bold under the black background to make sure you don’t miss their typography in the piece. From the coded message we receive the idea that drinking and driving cause severe harm and is a vulnerable topic.

The denotation in the design is stated quite small saying, “Stop the violence, Don't drink and drive.” In addition, the denotation is also the facial expression which is a squished face from being punched whereas the connotation is feeling the pain. As well as the pictures are drawn on the character's face and hand, a truck, and a car which is the denotation. The connotation is the

truck and car crashed into each other. Even the logo can be seen as an example of denotation, the type, and small design is signifying the business behind the ad.

In conclusion, this ad was an informative way for me to deconstruct an image and look deeper into it. It brought visual and text as a sister brother format to create a broad but general subject that everyone can be affected by. An advertisement like this may be violent but is definitely necessary since the goal is to bring awareness to this brutal crime. Lastly, the article, states” The type of consciousness the photograph involves is indeed truly unprecedented since it establishes not a consciousness of *being there* of the thing but an awareness of its *having been there*.” I thought this quote was notable because although you may have not been there or maybe you have been there, it still doesn’t change the wrongful action of drinking and driving. At the end of the day, you never know “who’s been there” and it doesn’t matter. Always be safe.



STOP THE
VIOLENCE.
DON'T DRINK
AND DRIVE.

ecovia 