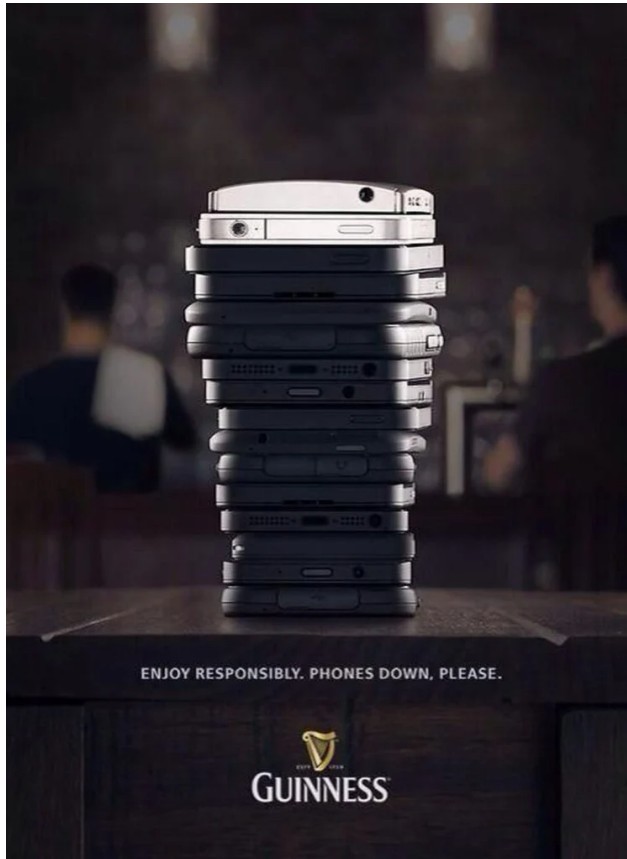


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COMD 3504 - Communication Design Theory

Roland Barthes' Rhetoric of the Image



Guinness developed this magazine advertising. Guinness is an Irish dry stout that was first brewed in 1759 at Arthur Guinness's brewery in St. James's Gate, Dublin, Ireland. Many things are visible in the advertisement. The first thing I notice is a stack of cell phones in the table's middle. "Enjoy Responsibly Phones Down Please," the multilingual message added. The Wildest advertising is straightforward and straightforward, yet it still contains many of the components identified by Roland Barthes in his book Rhetoric of the Image, which may

be utilized to decipher the many aspects and meaning of this advertisement.

Roland Barthes discusses the relevance of a linguistic message in advertising in his book Rhetoric of the Image. Roland Barthes was quoted as saying The linguistic message can be easily distinguished from the other two, but because they share the same (iconic) essence, how far do we have the authority to do so? The contrast is undeniable. (155). When looking at the

advertising that was developed, "The linguistic message and text of the Guinness advertisement read, "Enjoy Responsibly Phones Down Please." The message to a big audience with these word choices is to inspire people to go out and enjoy face-to-face interactions while drinking at the bar rather than gazing at their phones. The advertisement's image displays a brick-like stack of cellphones put on top of a bar counter.

Another topic that was explored in Roland Barthes' reading was "Still Life." According to Roland Barthes, who is quoted in the book, "Still Life" is primarily cultural in nature, as is the information on which this symbol is based. It's possible that, in addition to these four indicators, there's a fifth, which indicates that this is advertising and is derived from both the placement of the photograph in the magazine and the prominence of the labels. Except in an intentionally reflective system like literature, this last piece of information is coextensive with the scene; it eludes importance inasmuch as the advertising character of the picture is basically functional: to utter anything is not required to declare it to be speaking". Putting this knowledge together with Guinness' advertising. The term "Still Life" is used prominently in this advertising, which features an image of a stack of phones on a bar table. With this graphic, it is demonstrated that cell phones have a significant impact on society. Indeed, the language message and the still life picture of the mobile phone are inextricably linked, and this is exacerbated when we want to convey a message to the audience in a more global manner.

The non-coded iconic messages and coded iconic messages represent the audience's intended message. When the viewer looks at the advertisement, the visible items (signifiers) convey what they mean in actuality. People go to restaurants or pubs with their families or friends, the advertising mostly targets drinkers. The Guinness commercial encourages brand enthusiasts to put down their phones and enjoy good company and good moments. Furthermore,

the term "a monster for your smartphone stack that appears as a glass silhouette" suggests that this commercial is aimed toward Guinness drinkers. This might be attributed to its enticing style and image among bargoers who would prefer to gaze at their phones than have a drink and a nice time with their mates.

The ad displays some denotative aspects such as the usage of cell phones in a stack. You can literally see the stack of cell phones as a gathering point used as more people arrived at the bar. It starts off as one cell phone but eventually turns into a connotative beer glass. If you look closely at the outline, you can observe the outline of a beer glass one would drink Guinness at a bar. The ad creator even takes it further by changing the color of the phone from the bottom (black) to the top (white/silver). The silver-colored phones are intended to mimic the foam you have if you drank a glass of Guinness that was freshly poured on tap. When you consider the ad's tagline, "Enjoy Responsibly. Phones Down. Please", you see the usage of ideological metalanguage. "Phones Down" is a play on words that directly maps to the image of the stack of phones facing down. "Enjoy Responsibly" are words that must be displayed on any alcohol ad by law. Instead of keeping it in small legal text, they choose to make the text appear in the same font size as the rest of the tagline.

In the reading, Roland Barthes argues that each image or advertisement contains many elements of information that are sent to the observer in a variety of ways. The quantity of information obtained from a commercial or a photograph is totally dependant on the person seeing it. The significance of taking an advertising and dissecting each piece to a more accessible informative point while employing Roland Barthes' approach

Work Cited

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Figure 1:

"Print Advertising: Guinness Advert - Advertisingrow.com: Home of Advertising Professionals, Advertising News, Infographics, Job Offers." *Print Advertising: Guinness*, 29 Sept. 2018,
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