

Iqra Bhatti

April 2, 2022



***BILL CLINTON - THE WORLD'S 50 GREATEST LEADERS April 7, 2014, FORTUNE***

***Magazine***

The Breitling Watch is the ad I selected to write about. It's a two-page spread, as we can see. We have a pilot onboard a plane. The pilot stands right in front of the camera; his gaze is on us, the audience. We can tell the plane is grounded because he sits with his goggles up and his mask off, and he appears to be either preparing to fly or in between flights. There's still a lot more going on, but that's the kind of thing. You can even get some of the details like it's a yellow plate with the number 38, which implies or suggests without reading the text that he's perhaps going to fly. That is why we have a number. Even the background is important. It's an airfield, but behind the plane in the distance, there's an unending (or seemingly endless) range of mountains.

Also, you know his arm is on the edge of the plane, pulled back to reveal it when you see the watch on that arm. I see the watch on his arm, then the watch in the foreground, and I realize that the foreground is a bit photoshopped. Breitling is a watch brand that sells rationality, so the last thing they want people to do after seeing this advertisement is to go out and buy the watch. But I think the point that Roland Barthe makes and the point of the reading is that there's a very complex and visual language that is tough to use because he doesn't necessarily, it's a question of is it a language, but there's a very complex story. There's a very complex set of relationships going on that have a very sophisticated way of communicating all of the different reasons, in all of the different belief systems, we might want the watch.

He's attempting to convey his viewpoint on race in general. It's also something that appears to be part of his racing preparations. He has his plane in front of him, along with all of the complicated levers and controls, as well as his mask, helmet, and watch. He expresses his opinion that the watch is sophisticated. It's the same as the plane, and it's the same as the helmet. He requires a gas mask since he can't breathe at certain altitudes. He'll need these knobs to figure out how the plane works. To successfully raise the plane, he needed the watch. It's a sophisticated visual language that informs us that this watch is essential for flying a plane and that not only does the pilot need to keep an eye on the plane, but that the watch itself must be incredibly sophisticated and precise enough to fly a plane with it.

The linguistic message is "welcome to our world." It's a picture of an editorial shoot, and it's essentially a picture of the pilot. into the world of danger, excitement, and adventure. Looking at the boundless sky that lies beyond those words It's a universe filled with limitless possibilities. "There are only a few pilots in the world with the talent, experience, and bravery to compete in the finals of the Reno Air Races, the world's fastest motorsport, according to the language of the

commercial. They're tough, functional, and ultra-high-performance, with chronometer-certified movements from the COSA, the highest official level for precision and reliability. "

According to the coded iconic messages In this image, I see technology and its ventures. I can see the model, the atmosphere, the freedom, the excitement, and the adventure in the scene depicted, flying, harnessing the might of this vehicle. The yellow and red in the palette indicate both enthusiasm and danger, which I believe is important. We all know that a pilot faces risk on any given trip. But this sort of sense of concern for the finger that we may have with the yellow and red hues seems to be counterbalanced or neutralized by the fact that here we have this person who appears to be so calm and confident that he's not frightened of anything.

Looking at this, it also says that it's hated for women, but if you want your strong, confident man to have it, you can have it, but you should give your man a watch if you want him to be more like this man. Particularly masculine men are self-assured and confident in their ability to control technology; they have significant power, and, of course, the watch is a part of that. The pilot in this commercial favors men over women. When you consider this, it's easy to understand how this pilot may serve as a male role model. You can imitate him if you want to appear tough, cool, and assured. In my opinion, it appeals to typical gendered notions of desire. I believe it contains those messages because they are in line with certain societal beliefs. I believe it contains those messages because it fakes the woman. Recognize in the speck how powerful the man is, and recognize that this watch is part of his strength. Some people believe that way, which is why this commercial appeals to them, and I believe that every advertiser expects people to believe that way, which is why it's depicted in this way.

The anchorage and relay are welcome to our world; it is a world of the watch. I think that something welcome to our world starts you thinking about all the wide horizons out there and the kind of endless you could fly through if you had this block. but then ultimately sort of pulls you back in and says you need to watch.

Word cite:

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***Barthes, Roland, Rhetoric of the image, 1977***