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Second Paper: Discover the Full Story

The advertisement that I chose is “*Discover the Full Story*” by Saatchi & Saatchi, a Russian company created in 2013. This ad was created to encourage Muscovites to visit the Shchusev State Museum of Architecture in Moscow, Russia. The history of the collection reflects the thousand year old of the architectural heritage of Russia. The piece uses three historic buildings that are true symbols of the city. These buildings include Lomonosov Moscow State University, St. Basil’s Cathedral on Red Square, and the Postnik and Bolshoi Theatre. The piece illustrates that behind these known frontages of each building has a story to tell and the viewer’s knowledge is like the tip of the iceberg.

The State Museum of Architecture was named after A.V. Shchusev in Moscow, Russia. The main purpose of this piece is a way to tell people about the museum. The museum holds unique and rare collections which the museum reflects the thousands of years old history of the architectural heritage of Russia. This piece draws the attention of Muscovites and tourists, influencing them to learn about the history of Moscow, the architectural history, and invites its viewers to visit the museum to view and learn about the complete history one of the city’s main buildings.

The piece expresses that beyond there's more to the eye than we see. In the piece we see just the tip of the St. Basil's Cathedral on Red Square, the entire Lomonosov Moscow State University, and whole building of the Postnik and Bolshoi Theatre buildings above the "water." We can also see the rest of the St. Basil's Cathedral on Red Square building is under water as well. This shows and illustrate that there's more hidden than what meets the eye, there's a story behind what we visually see. For example, we see museums on the outside or illustration pieces and know little to no details about it, but as we research and read more about the pieces, we learn more and understand more about it. This is the same situation with this piece, the creator is trying to tell us that there's more to learn about than just what we see.

This piece involves the Three Messages of Panzani Advertisement from the reading *Rhetoric of the Image* by Roland Barthes. It includes the linguistic message, iconic non-coded message, and iconic coded message. The linguistic message includes a caption, typography, or a title. It also indicates a message or meaning behind the piece and is attention grabbing. The linguistic message in this piece is the title "Discover the Full Story." The overall linguistic message for the piece is that the ad is for the Shchusev State Museum or Architecture. The iconic non-coded message needs to have a visible item or logo to represent what is being signified to its viewers all around the world. In the case of this piece, there's not much decoding to do since we see the logo of the website to go to for more information and to see more art pieces that is located in the museum. The iconic coded message has four main signs as we analyze the piece; the use of the scene is used to have representation, the colors are used to represent the cold and the warm that's under water, the distance that is created to fit all three buildings signifies that the

artist tells its viewers that there's more to learn about Russia's history, and the buildings are used as the connotation of a signifier.

In the piece we can see that there's more than one weather or temperature differences above and underwater. In the top portion of the piece, we see the entire buildings of Lomonosov Moscow State University, the Postnik and Bolshoi Theatre, and just the top portion of the St. Basil's Cathedral on Red Square. In this portion, we see the illustration of snow and white and greyish clouds, which tell us that it's winter, possibly a snowstorm, and might be windy since the snow is falling at an angle coming in from the right going towards the left of the piece. At the bottom portion of the piece, we see the rest of the St. Basil's Cathedral on Red Square, sunlight beams entering the scene from the right of the scene which can indicate warm weathers such as spring and fall. The artist also uses a "wavy" or decorative typeface that also look as if the movement of the water or ocean is affecting the way that the typography sits on the piece.

"Discover the Full Story" by Saatchi and Saatchi inspires its viewers to visit the Shchusev State Museum of Architecture to learn and unfold more than the knowledge that they know or have of its history. It was created to gain more viewers and visitors to the museum to learn more about Russia's history and the history of its main three buildings. I believe that it also inspires and motivates its viewers to uncover more and take the time to learn more about the history or story behind something that they're interested in.



Discover The Full Story, 2013, Saatchi & Saatchi Russia