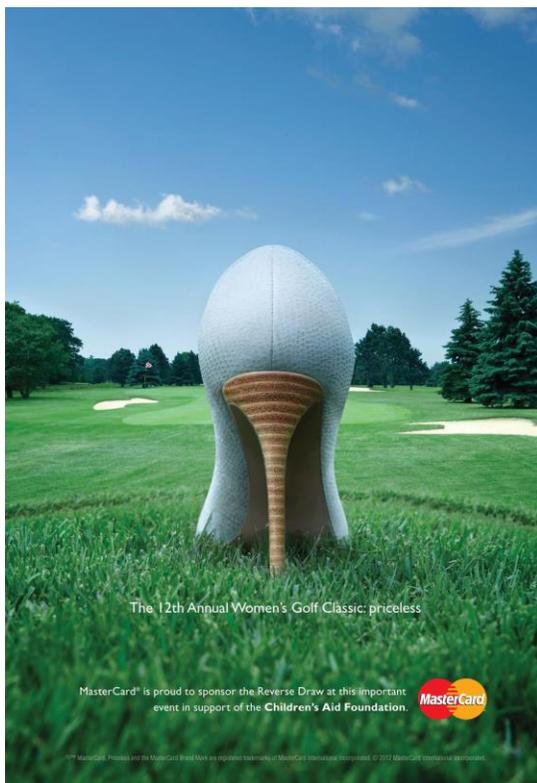


Name: Sadman Hafiz

Date:04/08/2022

Class: Design Theory

Professor Matt



Advertising Agency: **MacLaren McCann, Canada**

Creative Director: **Sean Davidson**

Art Director/Group Creative Director: **Robert Kingston**

Copywriter: **Ron MacDonald**

Print Producer: **Steve Ferreira**

Photographer: **Paul Weeks**

The advertisement for *The 12th Annual Women's Gold Classic: priceless* was designed by the advertisement agency MacLaren McCann, Canada. This ad was created and published by MasterCard in 2012 to promote the 12th Annual Women's Gold Classic, hosted by the Children's Aid foundation at the Angus Glen Golf Club in Markham, Ontario. Women who took part in this Canadian golf tournament raised \$215,000 for the foundation. The rhetorical

elements that Roland Barthes mentioned in the *Rhetoric of the Image* can be used to understand the different elements and the message of this advertisement.

Roland Barthes mentions that advertisement contains a variety of information which are being highlighted by different signifiers. These signifiers can be in form of images, illustrations, words, or any form of text which are crucial for understanding the message within an advertisement. Barthes states “ all images are polysemous; they imply, underlying their signifiers, a "floating chain" of signifieds, the reader able to choose some and ignore others”(156) the line states that all images have deep underlying messages which are being signified by various methods and depending on the audience, he/she may choose to whether discover all elements or to discover half of it. Just like Barthes mentioned, *The 12th Annual Women’s Gold Classic* advertisement also has multiple layers which help to understand the overall message.

In the *Rhetoric of the Image*, Barthes mentions three different types of messages within the image. The three messages that an image contains are linguistic message, denoted message, and connoted message. The linguistic message is the textual information that can be any form of text, whether it is a title, slogan, or even text which describes the image itself. The very first message that we see uses linguistics, Barthes states “The image immediately yields a first message whose substance is linguistics; its supports are the captions, which is marginal, and the labels, these being inserted into the natural disposition of the scene” relating to this when we look at the golf advertisement, we try to understand what the advertisement is about and to do this we look for some form of title or a caption. The caption here is “The 12th Annual Women’s Gold Classic” this immediately gives us a clear textual explanation of the photo and provides enough context for us to start noticing elements that can not be identified through a quick glance.

Right after the caption, we see more text that completely breaks down why the entire advertisement was created. The textual elements of this advertisement design are extremely important, especially for individuals who are not familiar with the sports golf and individuals who can't clearly tell what the image is displaying or trying to say thus the linguistics which in this case is the text language works out very well with the image itself.

Barthes also states two other linguistic messages that are in work on advertisements other than the text, these are the symbolic image which is the connoted message and the literal image which is the denoted message. The symbolic image or the connoted message in this advertisement is the symbolism behind the high heel shoe on the golf course which will make the audience think why there is a shoe in the middle of the golf course. When we dive deep into this symbolism we begin to realize that the shoe itself indicates a golf ball which is placed on a tee, this is very recognizable due to the texture of the shoe which have the same color, pattern and texture as a golf ball. The audience at this point will realize that the advertisement is hinting at the women's golf, and will understand that the advertisement has nothing to do with the shoe in general. This is a connoted message because the audience has to find the meaning which is hidden through the signifiers, without the meaning this looks like an advertisement for a shoe brand.

Lastly, Barthes states that denoted messages are the literal image that literally tells us what it is. Barthes mentions "That knowledge is not nil, for we need to know what an image is (children only learn this at about the age of four) and what a tomato, a string-bag, a packet of pasta are, but it is a matter of an almost anthropological knowledge." (154) clearly if we see and image of tomato we know that it's a picture of tomato. Barthes also states that "the photograph is able to transmit the (literal) information without forming it by means of discontinuous signs and

rules of transformation.”(158) similar to this the photograph of this advertisement literally tells us that this is an image of a high heel shoe which is signifying women in general. Also, the sign of the MasterCard literally tells us that this is an advertisement by MasterCard, we can understand these messages just by looking at it which is why Barthes stated that these images are non-coded information.

The advertisement *The 12th Annual Women's Gold Classic: priceless* contains all of Ronalds Barhtes's messages of *Rhetoric of the image*, some of which are clearly visible. Through these points, Barthes makes it clear that an image or advertisement has multiple different layers of information that are being delivered to the audience through different methods, some of these messages are direct while some are hidden. How much of the information can be understood from an advertisement or an image completely depends on the individual who is viewing it.

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