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Comd communication design theory.

Research paper 2

After I read Roland Barthes book “ Rhetoric image “ I learned that in order to create a good ad it must or should include the rhetorical elements of an ad. The rhetorical elements is the persuasive strategies that are used by advertisers and some designers to persuade the general audience into buying their product. Rhetorical elements can use any form of communication to sell a product. Communication tactics such as imaginary, linguistic messages, And symbolic messages can all contribute to the rhetorical elements of an ad. One example of a media that I believe , utilizes the rhetorical elements is the vogue magazine April 1st 2020 issue cover.

The vogue magazine cover features a image that shows three female models with each different racial or ethnic backgrounds. The women are in front of a text that states “ beauty with out borders. The overall meaning of the cover is that the term beautiful can be found in every race and it is not bound to one race ethnicity or religion, all women are equally beautiful in their own way. This is a marketing strategy that is used to bring in new audience from different walks of life. The goal of the company is to get as much readers as possible to buy there magazine and to attract a diverse set of women by appealing to other group of people. The designer achieved this by introducing the few of the main attributes of a rhetorical element which is a linguistic message , a literal message and a symbolic message. A linguistic message is a term that is used to purely identify the important element of a scene and the scene itself showing the viewers to the intended interpretation of an ad. Linguistic messages can be used as natural ordering of a scene which is added in the titles, margins or tags . Advertisers use linguistic messages to inform the viewers that what they are seeing is specifically targeted towards them.

For example the in the article” Rhetoric image “ by Roland Barthes on the 2nd page it gave us the break down of what kind of messages the panzani advertisement is using which he stated “ the sign pazani gives is not simply the name but also by its assonance an additional signified that of ltalianicity. The linguistic message is thus twofold : denotational and connotational since however we have only signal typical sign namely that of articulated (written) language it will be counted as one message”. This automatically tells us that an advertisement that has world or text that alludes to a certain meaning of the message makes that a linguistic message. The vogue magazine uses linguistic messaging such as “Beauty with out boarders is a text that describes the important element of the scene that we are seeing along with the imagery of the magazine .

Another element of a rhetorical element which is literal message is language that is not perceived as metaphorical, ironic, hyperbolic, or sarcastic. Contrast with figurative meaning or non literal meaning. It is usually information shown information that given to us in the advertisement that the audience can view without using any or few critical thinking skills. All the audience has to achieve is to examine and understand the imagery. Since our eyes see multiple kind of things we tend to decipher different types of things when the audience get older. While it is debatable it is suggested that once the audience grow older and older they view the image that they see has a certain purpose. If you analyze the text of the vogue magazine in the bottom it gives you a overall image on what this magazine is advertising it is telling us that there are “28 models that are from around the globe that are changing the world. “ they are using a literal message to let us know that these are the women who are changing and making the modeling industry more diverse. By that statement alone it tells us that this is a very rare occasion that there is a diverse group of models featured in a magazine. This also tells us that the magazine is trying to advertise more people wether through social media or modeling shows to follow those 28 models.

The symbolic message is the trading of messages that can change theoretical expectation of an event. It refers to objects or ideas that was or wasn’t featured during the present time in which a new world of communication and possibility is opened. A symbolic message features critical thinking most of the times. They are usually presented as surface level information which makes them harder to decipher. They can change ones perspective constantly and messages itself can be ambiguous. There are multiple hidden messages in symbolic message but this dose not mean that the author has to create the hidden messages but instead is used to show how the audience describes the overall message. While it is debatable my interpretation of the symbolic messages that is used in the magazine is the clothing that the women wears the clothing depicts the cultural differences in there fashion. It is in a way to promote diversity and the acceptance of beauty from all around the world.

While I think these messages help the magazine tremendously I think in order to advertise a product or service only need one of the components of a rhetorical element. The rhetorical elements help us what in what kind of service we are trying to sell. As long as you have at least on messages you ad will be successful.

