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Communication Design Theory

BLOCK OUT THE CHAOS

This essay I'm going to analysis the campaign for JBL Noise cancelling headphones called "Block out the chaos". Is a pretty famous ad campaign that came out around 2017 and won multiple awards, for being such a well design ad campaign. I'll be applying Roland Barthes Rhetoric of the Image. Explaining steps such as linguistic message explaining the anchorage and the relay. The denoted image and the connoted image. Lastly, we'll be considering if the campaign ad was successful with the advertiser's rhetoric.

JBL Noise cancelling headphones ad called "Block out the chaos" is an ad campaign for noise canceling headphones. There are many headphones on the market such as brands like Audio-Technica, and Beats just to name a few. With Each brand having their own set of enthusiasm crowd, such as Audio-Technica are aim for more professional usage on studio work. While beats focus on its sports figure and main stream public figures to sell the product. JBL was always seen as the in between child. Not to flashy and never done anything out of the norm to try to get your attention. All that before JBL "block out the chaos" ad. Noise cancelling headphones have progressively been moving in an upwards trend and JBL wanted to illustrated just how well.

The linguistic message spoken by Roland Barthes Rhetoric of the image explains that all images have some sort of linguistic message and it can be broken up to two possible functions or methods. First being anchorage, which is images are open for discussion for multiple meanings and interpretations. The second being relay, which is the text adds meaning and both text image work together. First let's relate JBL ad to the anchorage. They are definitely many different meanings that can be drawn from the JBL ad but the message it's trying to make is intolerable noise can be avoided and blocked out with these noise canceling headphones. By using illustrations of babies crying, from barking dogs to Donald trump and Kim Jong Un. It perfectly relates to us what we find annoying by the use of negative space to create this depiction of a headphone that are covering the man in the middle head. Is interesting because they aren't even showing the product more so depicting in a funny way how efficient the headphones actually are. Like I said earlier their different ways to depict this image as someone from a different time period or age group looking at campaign can depict something totally different. For example, my mom didn't see the headphones and just realized two people screaming and some guy just awkwardly there in the middle. This leads up to relay, as there isn't no play on words, just the JBL logo in the middle. While I do think they missed a great opportunity for some witty puns to be used I think the illustrator didn't want to take away from the core message and prefer for your eyes to gravitate straight to the negative space creating the illusion of headphones. Roland Barthes did say that both text and image add meaning. I would have to disagree with his philosophy and say sometimes text can take away from an image or illustration and not only can it affect the hierarchy of the composition but the message text can also be taken out of context, especially if you're trying to clear with some

vague pun. Furthermore, I do believe its great letting people make their own assumption of the image instead of just spelling it out what the advertisement is trying to tell you. I believe this a difference in generations and how today we are much more capable of understanding ads, as the concept has been around for some time now.

The denoted image on the other hand is the image at its simplest of form or its literal message. Basically, having or taking away all contexts from the image. In the JBL campaign ad literally images are the man or woman in the middle looking extremely happy and relaxed and get the picture of the two babies on each side crying or the political figures crying. At its literal state that all you see but facial expression adds more of a connoted to the image. This more the symbolic message behind the image. Like I said facial expressions add to the imagery and even art style. As the artist drew the politicians looking like grown babies, holding a nuke. Furthermore, the use of a horizontal canvas is a great choice, as headphones are known to expand horizontal, most size head shape.

In conclusion, the ad campaign held up with Barthes rhetoric and I believe even further modernize his philosophy showing that you don't really need to incorporate letters and words if you have a strong illustration. Furthermore, show the advances made over the years of our understanding of ad campaigns and print ads.



