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- Do images really communicate the correct representations of what is shown?
- What is Anchorage ? What does it have to do with storytelling ?
- Can a denoted image stand alone with no other relations to the connotated symbolic? Would it only be possible if the denoted is something completely unrecognizable ?
- Does having a denoted image automatically equal to having a connotation of that image?
- Images are too rudimentary especially when compared to language, therefore losing their strength in meaning.
- What better way to test the extent of an image than through advertised images because they are purposeful in their message and have a direct goal.
- Analysis of a Panzani advertisement
- Linguistics used in the advertisement through the name of the brand and the headline
- First message you get comes from the linguistics on the advertisement. The required knowledge is being able to read and understand french.
- Second message you get from the ad is the “return from the market” signified is the freshness and the preparation of a meal. Signifier is the opened bag with the products spilling out of it. Required knowledge is being able to recognize ingredients from a market.
- Third message is in the signified colors red, green, and yellow. They are being used to signify italianicity although the linguistics used in the advertisement are French and an italian would only be able to understand it as italian because of the tomato and pepper. Required knowledge is the stereotype surrounding those ingredients and italians.
- Fourth message is the “nature morte” (still life) painting feeling it omits. Knowledge required is the culture surrounding still life paintings.
- Could be arguably a fifth hidden message depicted by the placement of the image in a magazine, the labels and headlines.
- All four messages work synchronously to convey the same message which requires knowledge that is globally recognized.
- The linguistic aspect is polysemous and caters to both the identity and interpretation of the words used in an advertisement.
- The image is denoted and the symbolic is connotated
- The nature of the language and how it is used controls the message it will manifest. It sets the stage for whatever signified will complete its pieces.
- A photograph is part of the “naturalness” of the world and requires no interpretation unlike a drawing that must be interpreted to relate the naturalness of the world.