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Communication Design Theory
Rhetoric of the Image: Roland Barthes

Notes & Definitions

Ancient etymology: the study of word histories

Imitari: represent, express, portray or imitate, act like, copy after, seek to resemble, counterfeit.

Agglutinations of symbols: the action or process of agglutinating or a mass or group formed by the union of separate elements

Ontology: the branch of metaphysics dealing with the nature of being or a set of concepts and categories in a subject area or domain that shows their properties and the relations between them

Priori: relating to or denoting reasoning or knowledge which proceeds from theoretical deduction rather than from observation or experience.

Italianicity: the quality or state of being Italian

Denotational & Connotational: the literal or primary meaning of a word, in contrast to the feelings or ideas that the word suggests or the action or process of indicating or referring to something by means of a word, symbol, etc. An idea or feeling that a word invokes in addition to its literal or primary meaning.

Redundancy: the state of being not or no longer needed or useful

Quasi-tautological: the saying of the same thing twice in different words, generally considered to be a fault of style (e.g., they arrived one after the other in succession).

Anchorage: an area that is suitable for a ship to anchor in.

Polysemous: the coexistence of many possible meanings for a word or phrase.

Nomenclature: the devising or choosing of names for things, especially in a science or other discipline.

- The signifieds of the advertising message are formed a priori by certain attributes of the product
- The Code = French Language
- Discontinuous signs
- Euphoric values : Freshness and domestic preparation
- Innumerable alimentary paintings
- signified and signifier
- Quasi-identity
- Literal message, as opposed to the previous symbolic message
- Three messages: a linguistic message, a coded iconic message, and a non-coded iconic message
- Perceptual message and cultural message
- Images given without words
- anchorage and relny
- "symbolic message"

Questions

What makes the three messages so significant ?

Does Italianicity really mean authentic ?

How does cultural knowledge help consumers understand a product ?

What substance does shape and color hold ?

If messages are symbolic, how do we as a society decipher the message?

Do advertisements and culture coincide ?