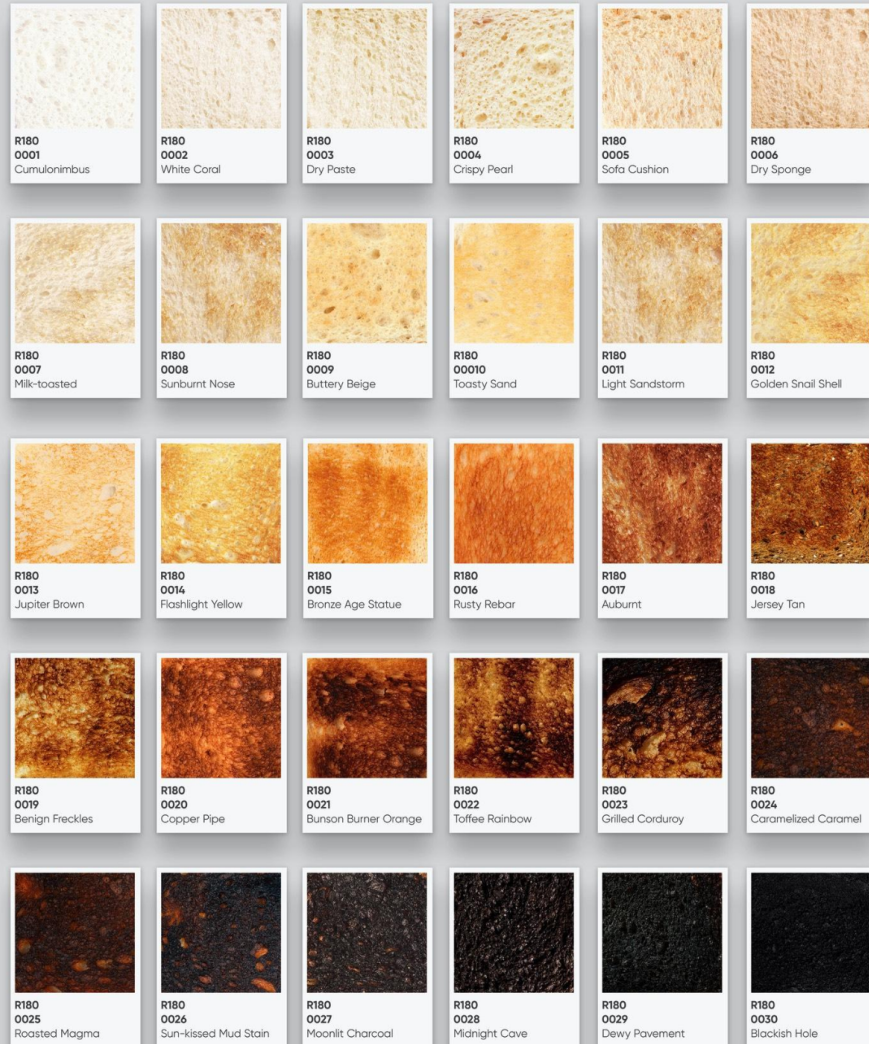
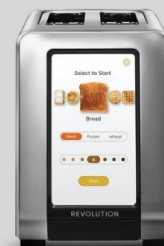


# Revolutionary Cooking: The R180 smart toaster



**Finally, toast exactly  
how you like it.**

**The R180 smart toaster.**  
[revolutioncooking.com/r180](http://revolutioncooking.com/r180)



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## Rhetoric Paper

There is a significant difference between what is shown, and what is interpreted and how. Usually, the latter is what will be remembered and understood. Therefore, advertisement designers must have the capacity to influence the interpretation of the majority through their work. That is the selling aspect of the entirety of the career, the impact/satisfaction of clients through our works. In Barthes "The Rhetoric of the Image" Rhetoric is used to convey a message in a way that does not directly state the message. This can be done through the use of type, colors, language, etc. How we use these elements is what will make or break our messages. That is why they should be taken into utmost consideration even if most ads will be overlooked by the majority of the public. There is a common work ethic that advertisement designers should adhere to no matter the public reaction rate received from their work. This advertisement on the first page is from the brand "Revolutionary Cooking" for their electric toaster called the "R180 smart toaster". It was published in March 2020 and presented more options for a toaster than any other toaster has ever even imagined to have. As a print ad their advertisement portrays a simple modern aspect to it with 30 different options and levels of toast. The denotation of this advertisement would be the visible elements of type, colors, and format. The connotated message of the advertisement is understanding that this is showcasing the different levels of toast that this product may produce.

To understand this advertisement, the required knowledge is: firstly, what toasted bread is, secondly, what it looks like, third, knowing how to read and understand English, and lastly, an idea of what advertisements generally are. The advertisement's grid can be simplified to a 6 row and 6 column layout. This direct symmetry and balance within each separate image describing different toast levels is one of the reasons this advertisement succeeds in its visual appeal. There is consistency in the shapes, colors, and type that all together creates a satisfactory advertisement. In a way, the toast here imitates a color palette. Color palettes are entertaining to look at and pleasing to the eye. So already, this advertisement by Revolutionary Cooking is winning in its design. Each row is a different shade while each column is a different hue. This mathematical sequence is the star of their visual aspect. Every corner of the grid is full, leaving no room for awkward spaces. The space between the type at the bottom and the product is necessary because it gives order and time for the viewer's eyes to easily follow all the content. The placement of the R180 smart toaster is interesting because it showcases the product individually from the rest of the content and the spacing between the toaster and the content is good enough to show that. Each level is represented through a white frame that is accompanied by a shadow. The shadows here are contributing to the 3D modern aspect of this advertisement.

All those visible elements were the denoted messages of this ad. First being the recognizability of the different toasts. This message acts as a carrier because it is the main aspect and idea of this advertisement. The connoted form of this would be that this is not an average toaster and it has several options. The second message the viewer may notice is the language. Barthes mentions that images may be too rudimentary, causing conflict with the true interpretations of the message and the jumbled/self interpreted version created by receivers. That

being said, language can act as an indicator that may guide the audience in the direction of the creative designer's initial message. Here, language is being used to specify and label each level as their own independent decision. It is also used as a headline: "Finally, toast exactly how you like it." The choice of words is very suitable to their connoted message. It is said rhetorically because the headline doesn't just say "Here's some options, use our toaster", it sympathizes with the struggles that may occur with average non-smart toasters by being over or under toasted. It then proceeds to lock that sympathy in with the pleasing solution binding statement "exactly how you like it". This is an extremely effective and clever use of language that completely grasps the message of the advertisers.

Advertisements need to communicate a message to their audiences quickly and effectively these days. To do so, they must have a proper foundation and understanding of what it means to create an advertisement. Rhetoric encompasses all the signs that are automatically understood without the need for excess or direct explanation from the advertisers. This is a common theme in today's advertisements that must be utilized in some way or another. Even if we are not aware that we are using rhetoric in our designs we most definitely will be. There will always be room to discover what the denoted and connoted are and how they can be used to effectively empower our ads. Language is also a key element to assure our audience is receiving the proper messages we wish to get across.

## References

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