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Comd.Theory

11/29/21

Three Hidden Messages

The Magazine that I got my ad from was GQ's cover page all the way back to 2017. I was looking for a sports related advertisement, and I ran into this ad about Colin Kaepernick. The ad consists of a big picture of Colin Kaepernick as the center focus, which essentially covers up the whole magazine page. It also has type which are in bold red and normal type in red. The type reads "Men of the year" in a cursive typeface, and right under it says "the new American heroes" in the color red and all caps, this is located in the top right of the magazine. It also shows the other people that's going to be included within this magazine, in red and black type. And the last piece of type included in all caps that says "Citizen of the year." With the Kaepernick name in bold red.

There are three types of messages in this advertisement, well more like hidden messages. The first one to be discussed is the "Linguistic message." The linguistic message consists of all the types that's displayed in the advertisement. According to Barthes "The image immediately yields a first message whose substance is linguistic; its support are the caption, which is marginal, the labels being inserted into the natural disposition of the scene." That shows that the picture has to be supported by the type, anything that's readable could be considered as a linguistic message, and it's supposed to guide through the ad and basically what it's going to be about. In this case the linguistic message for this ad is the type at the right corner which reads "men of the year, the new American heroes." which clearly let you know that this person being

advertised did something to be called “men of the year” or “one of america's heroes.” The other type chose to emphasize even more that Kaepernick did something in order to also be considered citizen of the year, Which is what the type says “ citizen of the year, Colin Kaepernick.”

The other hidden message within this ad is called the connoted message. A connoted message is one that has an even bigger meaning than what you think its meaning is. In this ad that I decided to use you might look at it as an ex-nfl player that has contributed in many ways to his society. Which is why he is being considered as the citizen of the year. But that's not the case there's even more to this than just that. As many should know by now, Kaepernick was one of the first people and the first NFL player(I think) to start protesting about police brutality. And he did so by kneeling during the national anthem to bring awareness, and because of this he was basically kicked out from the NFL till this day. Another connoted message in this ad was the fact that Kaepernick was in an all black attire in this ad. Which is to show mostly the people he is fighting for, since they were the ones that were mainly affected the most with police brutality. So now just seeing his picture the message behind it should be of someone that wants to make a change in the world. Even if it cost him his job.

The last hidden message is called denoted. A denoted message is basically things within the ad that mean exactly what's being shown. Basically just a literal message that's just as it looks. Within this ad in my opinion there is no denoted message. I say that there is no denoted message because the whole ad is basically just Colin Kaepernick. There's like no literal message in this ad. Something that you can look at and be like “This part of the ad means this and this, that other means that.” That kind of message is not displayed here. Only the linguistic and connoted message are being shown. Based on what Barthes said, these hidden messages are

supposed to be a way for the reader to look at an image, and basically think critically about it.

It's a way to properly analyze an ad or image or anything.

