

Joseph Asimeng

11/13/2021

COMD Theory

Due 11/16/2021

Assignment 9-ad interpretation paper



Apple ipod magazine ad shown above. From designrush.com. its source is in the bibliography.

For this ad I chose, it's very true that I think it's very interesting.

Here we have some cityscape. Of what looks like New York city. Only if I'm not mistaken. An iPod shuffle. Then it even has wired earphones that would resemble a shape of a park walkway from Manhattan. I wouldn't say that this ad is too linguistic. The reason being is because to me only, it has one language, which is English. Not many other languages. Though the caption supports the main message of this ad poster. The reason is because whenever people would have

their Ipods and mp3 players like that, back in the old years, after when it was first released, people would most likely have their music on repeat. That's the main thing I'm getting from this message. The image straight up doesn't give me any discontinuous signs. That's not what it provides for me. I really don't know about anyone else but still. The photograph being examined already offers a linguistic message. The coded iconic message COULD be setting your music on your iPod to repeat itself, while walking around the NYC park from this image. The non coded iconic message, COULD be absent from this photo, because the iPod and its wired earphones, are NOT pictured by itself on a colored background and that's it. Instead, those 2 things are with a cityscape photo. I might be wrong but at least I tried to give some sort of meaning from my observation. It's very true that the objective is to well ... identify any main point that every ad provides or tries to provide. Within the three types of messages. I still wouldn't say that this iPod ad has too many symbols. I wouldn't say that it has a chockfull of them. But I just will say that it has one message, that I pretty much understand, and just sums it up for me. That's how the point of this ad so simple and clear for me to get. I just really think that, that's how the ad's meaning, from the apple iPod, gets it's point across, and drives it point to it's consumers. Would I think this message is symbolic? In some way I think it is. The reason comes from how the earphone cord was shaped like a park walkway. Looking like the location could be from New York City. As mentioned before. The venue could even look like some park that looks like NYC. But the city or county name, could be very different. I don't even know that it has a lexical meaning. I just don't know if it has one. Does it have composition? I'd pretty much say it does. Only because of its park cityscape background. Followed by the iPod itself. With the wired earphones. Last but not least, is the words in every part of the ad image. That cannot be forgotten either. It doesn't have an intonation. The reason being is that there is no rise and fall in a person speaking.

There's no one speaking whatsoever. After all what are you gonna do? It wouldn't make sense for a person to speak in a print ad photo. If that even were to happen, then that would be pretty awkward and/or stupid. Unless if it was a video poster online or on a billboard, with a person having a intonation of a voice, then that would very well be different. However, that's neither the case for any of those things. In terms of intonation and video posters in general. I wouldn't say it has any form of suprasegmentalism. Only because it has nothing to do with "denoting a feature of an utterance other than the consonants and vocalic parts." Which is the meaning of suprasegmentalism. For the fact that it's an ad photo, could also be a very valid statement, that it's irrelevant to suprasegmentalism. Could this message, be so catchy that it can get into people's psyches? Maybe it can into people's brains, (which is where the psyche might most likely be at). I just don't think it can be that catchy to the point where people will remember it forever, like a catchy jingle that they can't stop singing for a few moments, within anytime they see it or hear about it, for any day or every day, only for a certain amount of years, before it gets old, and gets out of style. The reason is because it's just a print advertisement photo. So there are no jingles in that type of medium. Unless if you see this ad in a video poster on a billboard, and if you hear the jingle from that, that could very well be a different story all together. Though I could really be wrong, but it COULD be a high percent chance, that I'm right. So, basically, I singlehandedly explained everything there is to know, of what I think this ad means to me. Within my own expertise.

Bibliography:

"10 Best Magazine Ad Design Examples Of 2021." *Top Agencies of 2021 by Category, Price, Location & More / DesignRush*. Designrush.com, Web. 13 Nov 2021.
<<http://www.designrush.com/trends/magazine-ad-design>>.