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COMD Theory
Assignment 10a / Paper #2

Imagery in horror is extremely important. It helps to set the mood, it assists in the film's scares, and it helps convey messages through symbolism. Barthes argues that images can be their own kind of language, and I agree with this, especially when it comes to horror and the imagery surrounding it.

This advertisement is from an issue of Delirium, a magazine dedicated to oddity films. The Advertisement is for Severin Films, a production company that's popular among horror fans for their re-releases and restorations of cult horror films. Ads like these are pretty common in horror magazines as they are a way to showcase what popular titles they have, but they're also jampacked with multiple kinds of imagery from horror films that catch your attention and can tell you about the film with just a title and an image.

This Advertisement includes imagery involving sex, violence, religion, and the supernatural. Demonia is the first poster that sticks out to me, due to how bizarre and catching the woman is (the movie, is indeed bizarre as well, so it checks out). Massacre in Dinosaur Valley and Primitives both have covers that have scantily clad characters on them in sexual poses, with Dinosaur Valley using a male figure and Primitives using a female figure. Women are often the focus of sexuality in horror though, which can be seen in the Shining Sex poster. And every single poster deals with the subject of violence or threat of violence in some sort of way. These advertisements do a great job of hitting the classes that Barthes proposes, using linguistics, symbolism, and literal images to sell you their product as well as to interest you in the titles.

(I'm sorry this paper SUCKED I literally have no energy and I'd rather have handed in something then nothing. Hopefully you understand some of what I was trying to convey more of!!!)

Other Sources:

https://www.highonfilms.com/symbolism-in-horror-genre-essay/

http://coverageink.blogspot.com/2008/07/symbolism-in-horror.html

https://digitalcommons.liu.edu/cgi/viewcontent.cgi?article=1030&context=post_honors_theses