

Briana Burton

COMD 3504-OL01

Prof. Matthew Lange

11/16/20



Comfort and rest are key component of staying relaxed as this ad is showing a woman relaxing comfortably on a sofa in leopard pajama suit. The background is neutral forcing the eye to focus on the subject. The solid color contrasting with the print gives definition to the style. Her relaxed posture indicates that the pajama is comfortable, and she is ready for bed. The pajama top has long sleeves, and the bottom is also long. The material looks like fleece which is warm and appropriate for the winter season. This type of pajama is fancy for any woman who

wants to keep to certain style and still keep warm in the winter time, and it matches the mood of the ad.

The linguistic message of this ad is the text that is describing the product which is a leopard pajama suit. The text describes how the pajama feels when you have it on. The text is also written in a fancy font which gives of a feeling of elegance. The color of the text gives it a pop of color so that it does not blend in with the background. It is easy to read.

The non-coded iconic message is to sell the pajama to women. Though the non-coded iconic message could be geared towards men buying this for their wives or girlfriends, I believe that this is more geared towards women shopping for themselves. The ad is in a magazine published for women and showcase many different styles of lingerie for different seasons. In the reading that we read Barthes wrote that “Anchorage is the most frequent function of the linguistic message and is commonly found in press photography and advertisements.” The anchorage meaning of this advertisement is to be comfortable.

The coded iconic message is to be comfortable and stylish at the same time. The image shows how relaxed and comfortable the woman is laying on the sofa. The connotative aspects are soft and cozy. This describes the feeling and looks of the pajama. This is described with the caption.

The denotative aspects are to advertise and sell the product. Therefore, the product was presented in a way to attract the attention of the female buyer who wants a fancy yet appropriate pajama. The symbolism behind the pajama is warm, stylish, comfortable and can be worn on a cold winter day. Barthes states that “The distinction between the literal message and the symbolic message is operational.”

## **Reference**

*Victoria's Secret Holiday 2020*, p. 20.

*Rhetoric of the Image*, by Roland Barthes, 1977, pp. 155–160.