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The human brain is the most complex organ in our bodies. It manufactures every experience, feeling, thought, and action of the world around us. On a day-to-day basis, each and every one of us comes across to some form of advertisement to capture our attention.

Advertisements are used to influence our subconscious by infiltrating the region of the brain that is responsible for faith. Ideally, our subconscious mind decomposes advertisements in the form of symbols and associates linguistics with the image itself. As our brain tries to decode the message, we are left with a non-coded iconic message that reveals what the advertisement presents which is the coded iconic message.

We can take the Dior print ad for the perfume “J’adore” where we begin to identify the signifiers in the advertisement which is “J’adore” and “Dior.” We can also clearly see a woman who is blonde with a fish gape facial expression which is a signifier in this advertisement. We first begin with the linguistic message to employ the coded and non-coded iconic message which plays in anchorage. In terms of Barthes’s meaning anchorage determines a floating chain of signifiers that perceive ideological purpose and have a repressive value when we talk about an image. The linguistic message that is denoted is “J’adore” which connotes French language that is used also connotating that the brand originated in France.

The symbols that were shown in this particular advertisement that will be deconstructed is the color gold presented throughout the ad, “J’adore” which is the signifier, and the third symbol is the women with her facial expression. We can denote the color gold that is heavily used in this color palette, which is glowing, with a yellow hue with one of the two colors that

were used is black to have a very contrasted look and making the advertisement feel dramatic as possible. We can note all the signifiers and signified which are the women's hair, skin, the color of the perfume bottle, as well the typography "J'adore" and "Dior" all have a gold hue. The connotation we can infer from this ad is referring to the color theory where gold is perceived as luxury, elegance, sophistication, and dependable. With this in mind we can see anchorage to how the advertisement is trying to portray the perfume bottle that is trying to be sold with the gold color to imply the luxurious sensation the perfume has.

The second symbol, we can clearly see is the type, which says "J'adore" followed by "Dior," which is the brand name for this particular perfume. We can denote that J'adore means "I adore you" in French. The font is also a playful font that is quite appealing to the eye instead of regular text that is aligned to the baseline. We can also note that the French language is one of the most romantic languages. From the advertisement we can see the "o" is appearing to be more glowing than the rest of the French word. The placement of the type is also situated right above the perfume bottle.

The connotation for the symbol "J'adore" based on the denotation, we can say French accent itself it considered to be appealing which also explains stereotypical sexual identity that is based on the concept of French culture. Individuals associate the French language with romance, luxury, and sexuality. We can then conclude with people looking at this advertisement, will see the French word of endearment and associate the perfume that is being sold to be romantic, sexual, and luxurious connotations of the French language itself. The playful font that is present will make the audience feel as they will be flirtatious and sexual when they purchase this product. The "o" in "J'adore" is very prominent as it is in a gold hue and glowing so the viewer associates it with a halo, presenting it as an angelic connotation.

The third and last symbol is the women's fish gape pose, which is the new trend in facial expressions. We can denote that the expression shows the women with the movement of the lips to be apart slightly and looking directly at the camera or to the side. We can connotate the fish gape to be closely associated with sexuality because of the lips that are slightly open where one could make sexual assumptions about the women in this advertisement. The viewer will take this information and believe that they will be sexually appealing to men or women of interest when they have this perfume on. This trend had taken over the "duck face" we had seen recently in the past years, to be more subtle and flattering.

Closely examining this advertisement, it has signs and symbol to denote subconsciously to the viewer that will make them purchase the product. In any effective advertisement, the connotation and denotation has an anchorage to the audience which will make them associate one thing to another. Linguistics in any advertisement also plays a big role in tying the coded and non-coded iconic message to help read the medium itself.



## Citation

1. Mcpartland, Ben. "Why French Is the 'World's Sexiest Language'." *TheLocal.fr*, 30 Oct. 2013, [www.thelocal.fr/20131030/why-french-is-the-worlds-sexiest-language](http://www.thelocal.fr/20131030/why-french-is-the-worlds-sexiest-language).
2. Shunatona, Brooke. "Duck Face Is Over. The New Selfie Face Is Fish Gape." *Cosmopolitan*, *Cosmopolitan*, 9 Oct. 2017, [www.cosmopolitan.com/style-beauty/beauty/news/a47461/new-selfie-face/](http://www.cosmopolitan.com/style-beauty/beauty/news/a47461/new-selfie-face/).
3. "Charlize Theron Glitters Like Gold in Dior J'adore Fragrance Ad." *Fashion Gone Rogue*, 27 June 2017, [www.fashiongonerogue.com/charlize-theron-dior-jadore-2015-campaign/](http://www.fashiongonerogue.com/charlize-theron-dior-jadore-2015-campaign/).