

Notes:

Rhetoric Of the Image

Vocab:

- etymology
- linguistic
- Pironi
- Imbed
- anamorphosis
- endyme
- assonance
- denotational
- quasi-tautological
- polysemous
- connotational
- redundancy
- native morte
- quasi-identity

* image meaning = using connotation & denotation

The image ~~represents~~ uses another way to represent the meaning of the label

direct meaning of label/logo/word (straight to point)

(images)/(products) = ex) Italianicity
ex tomatoes, bag/pasta →

= linguistic (overall)

Signifying 2 values: ① half open bag - habits (culture related)
② bringing items (veggies) using a variety of colors that represent Italy

3 messages:

- linguistic message
 - coded iconic message
 - non coded iconic message
- } Cultural
1
Literal

- ① some sort imprinted
- ② literal message / support of "symbolic" message

(2) literal image - denoted / (?) symbolic image - connoted

Rhetoric Of the Image - Notes Cont..

Linguistic: present in every image

- ① title ② caption ③ press article ④ film dialogue
- ⑤ comic strip etc..

→ gives it better understanding and depth of image
 using connotation and/or denotation
 - containing images/pictures.

* (everything in an image has a meaning) *

functions - anchorage & relay } "floating chain"

!!! * trouble understanding the (trueful) iconic message)

polysemy

* anchorage - contrast → projective power of

[frequent function of LINGUISTIC!]
 ↳ seen in cartoons & comic strips

* relay - ~~diachronic functions simplify as texts~~
 gives a ~~clear understanding~~ not clear but
 enough to understand the message that is
 not found in the image itself.

Understand:

- when text has value of relay, clear message of text is carrier.
- when substituted, (anchorage) less info "carrier"
- also "quick reading!"