

Tiana Twist

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Paper 2

Music has grown, evolve, and dominated society and our cultures; just like advertising. Grasping our attention, keeping us in a trance. It teleports us to a new world, to explore and look deeper and beyond the surface. In my eyes, all advertising campaigns let us think about the story, tactics, and the underlying thought process that it went through. The hidden message that we must decode and understand. I choose to analyze the YouTube Music print ad. that was published in the Rolling Stone 2019 April issue. In this advertisement it is divided into four quadrants each depicting four images, holding key significance to the entire ad.

In the first square, it portrays a home not in the best conditions appearance-wise with graffiti all around. The changing of the leaves reveals to us that the photo was taken sometime in the fall. However, it stands strong through whatever storms it went through. The designer caption it "The complete album is here". In the second image, it shows a young man in his mid-thirties' wearing a beanie and short dreads. Graced with a black puffer jacket and white prints. Around his neck is supported by thick, heavy layered, Cuban links, diamond chains. In his right hand he holds a basketball under his arm, and a touch screen smartphone in his hands. With his attention well focused and engage in whatever he is looking at. He then points to the screen with his left hand looking as if he agrees with what is on the screen itself. Just above his hand the caption "The official video is here".

Next, we have a third image with what might look like the same man from before. However, he too wears a red beanie, and sunglasses as bright as an orange. His hands are covered by red and

white printed gloves with a microphone in tow; as if he is singing to a crowd. This mid-thirties singer is positioned at an acute angle against a solid white background. The caption "The live performance is here" is placed in white in the middle of the picture. Lastly, we have an image of 2 Chains the rapper dressed in white and a green fur coat. His unruly dreads is up in a ponytail with a few loose tendrils. A black shadow decorates his face and right under it has "2 Chains is here" with the music icons. Beneath all four images "It's all here" is placed in bold to create emphasis on the ad. This ad was created for the new YouTube Music App.

Each of these images holds a hidden message that emphasizes each caption and the entire piece itself. The statement "one picture holds a thousand words" is a true representation of what Barthes expresses to us. He states that one must observe the messages it entails, and extract the message from these images. When I first saw this advertisement I was wondering the what and why of each image chosen. Looking deeper I see that they all hold some significance and story. In the advertisement we see a rundown worn-out home that went through a lot; but, it still stands strong. Through all the trials and tribulations. The designer used this specific image to relate to the journey that the music industry went through. It represents the development and driving force to make music what it is today. Concerning the artist and musicians, this image signifies that you got to build your way up. Something and someone will always try and taint your image; but, it's up to you to rise above it and stay strong. Truth, be told writing a good song, creating a beat, or branding yourself is not so easy. It doesn't happen overnight or with the snap of your fingers. The image of the rundown house illustrates the constant hard work one must go through to make it. This is the same thought process and idea used for creating an app. Especially, the new YouTube app, went through a series of tests, trials, and ups and downs to get it where it's at.

In the second image, it express the medium in which we can access not only music but the app as well. The image of the man and the phone relay the story of how it went from an idea to a physical thing. It shows the evolution and how universal this tool is. Hence, it links to the other young man with a microphone singing or rapping. This gives us details of what will be featured and what it will contain. With the use of a simple plain white background, it indicates to me that something so simple can have a great and large impact. That can alter and change an individual. In the final and last made it shows us the orientation of how it all comes together. I can say that all images linked one another to form a bigger picture. They tell the story of the evolution of music and its platforms. The journey that an artist's face as well as, the time and effort it to create this app. This advertisement showed the key role each image and caption play. Without, the hard work, medium, musicians, the lives, or other features it wouldn't make the YouTube Music App what it is today. The continuous repetition of " it's all here" is a representation to show emphasis. We went through all this but we have made it. All great things don't happen so easily. An advertising image has a purpose; it is to convey a message. Because in an advertising image, there is a definite message, and intended meaning, Roland Barthes confines his article in this dimension.

He reveals that each image holds significance to the advertisement and in some type of way will be relatable to the viewer/audience. While one can easily recognize each image and tell what it's about. I feel like the deeper meaning you would have to sit and go deeper. When asking a random person who has never seen this YouTube Music advertisement that individuals can easily point out the images. This is the denotation of the advertisement. The act of easily recognizing the image and what it tends to convey. As for the message it was conveying that's where said individual was stuck. One can see that the last three images all link to music and what

it conveys. The message "it's all here" is heavily emphasized in the use of the images. For me, at first, when I first saw this advertisement I was like "why a house?", and looking at the other image I piece it together. That oh ok maybe the house signifies that this is the foundation, where it all happens and what you go through and still rise above it and stand strong. I even interpreted it as this can be the story of how 2 Chains got here in the music industry. Due, to the fact that in all three images all men looked identical and close in relation.

In the process of analyzing this print ad. I feel like there is 2 underlying message one of the whole story of and 2 Chains socio-cultural background and life; and, the other which is the struggle and the up and downs of how we get here on a whole. Whether it's making the app or becoming the artist. It tells the story of both the artist and a general message to the public.



Bibliography

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