

Coretta Cato

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Professor Lange

COMD 3504-OLO6

Assignment 9

Terms used

Polysemy: The way this word was used in the text it was like Barthes was trying to make a distinction between the different types of images which were presented in visual media.

Linguistic: The way Barthes used this word to describe the ways in which he used other words to express his ideas.

Connoted: was used in the text as a means of Barthes expressing his ideas, but also as a way to show how he felt about certain things that he saw and experienced.

After reading Rhetoric of the image by Roland Barthes, what I didn't understand in the essay, is how he uses images as a way to show how it extends to non-advertising images. The purpose of advertising images is that they created to spread specific messages and meanings and are to fully put the focus of their target audience to them. So what is Barthes trying to do here as he uses non-profit images in his message?