



**Gobble.
Gobble.**

HERSHEY'S Chocolate Crispy Bars
Get the recipe at [hersheys.com](https://www.hersheys.com)



Hershey's Chocolate Print Advertisement from *Peoples Magazine* 2020

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“Without wishing to infer too quickly from the image to semiology in general, one can nevertheless venture that the world of total meaning is torn internally (structurally) between the system as culture and the syntagm as nature...”.

~Roland Barthes *Rhetoric of the Image*

We understand the world based on a system that we created through culture and language. Advertisements usually have messages within them that are communicated to the reader or consumer visually. As consumers we see advertisements and without knowing we can understand the context of the advertisement just based on our own understanding of the world. According to Roland Barthes “Rhetoric of the Image” advertisements consist of three messages: a linguistic message, coded iconic message and non coded iconic message.

Linguistic Message

The first message this advertisement contains is the brand itself, Hershey’s Chocolate. Seeing the brand name and the product together in the same image brings awareness to the consumer about what the advertisement is about. The image you see above is a Hershey’s print advertisement from “People” magazine. The image is a close up of a plate which seems to be on a table with tasty treats made with Hershey’s Chocolate. On the right bottom of the page there is a bold caption that states *Gobble Gobble* and right under that caption there is a smaller caption that states the name of the treats *Hershey’s Chocolate Crispy Bars*. Hershey’s Chocolate brand is reinforced about three times in the image. The brand name is written once and then repeated on the product (actual candy bar). The chocolate bar is recognizable as Hershey’s chocolate because

of the redundant message. The redundancy of the brand (Hershey's Chocolate), which is not arbitrary but done on purpose. The goal is to reinforce the brand by making the logo and name recognizable to the reader and its mission to sell chocolate (delicious chocolate that can be eaten by itself or used for a dessert).

Non Coded Iconic Message

The second message is about the image itself. The image is mostly denotational, based on what the photographic elements of the advertisement are telling. First there is an orange and brown plate with chocolate treats (Hershey Chocolate crispy bars) on it, below the plate is an opened Hershey's Chocolate bar. The colors all over the image are warm colors orange, yellow and browns. Even though the essence of the coded message is literal, it prepares for the symbolic message of the image. The image literally shows Hershey's chocolate with a warm color background however the way the image is executed forms the connotation/symbolic message of the advertisement.

Coded Iconic Message

There are about three coded messages within this Hershey's advertisement. The first is the introduction to the fall season. Fall season is upon us now and one of the most essential themes of fall season is the colors which derive from the environment during this time. Fall colors are usually browns, oranges, yellows, and reds. The Hershey's Chocolate ad gives feelings of fall through the image's color choice. As stated before that the image consists of colors such as oranges, browns and yellows. The second coded or symbolic message has to do with the fall holiday season more specifically the upcoming holiday commonly celebrated in the United States, Thanksgiving.

In the United States of America, many Americans are fond of the holiday season which starts in the fall. Many of us know by just the choice in color used what an image can imply about what holiday is being communicated. Anyone that celebrates American holidays or traditions knows that chocolate and its many forms are always present during the holidays. But most commonly loved and cherished during Christmas and Thanksgiving season. This Hershey advertisement focuses on the themes of Thanksgiving through the language and colors used. The bold text at the right bottom of the ad says *Gobble Gobble* which is a phrase that imitates a sound that a turkey would make. I myself remember saying “gobble gobble” as a child during class with my friends right before Thanksgiving break. The phrase is used as an inside joke about the Thanksgiving motifs. Also “Gobble Gobble” can be another way of saying “eat up” which when put in context of the ad insinuates that the treats are delicious and enjoyable. Lastly the ad enforces a theme of togetherness, warmth and family time. It can be implied that the treats can be seen as made for a family and friends that would be shared and enjoyed. The complete advertisement embodies these lexical components about the holiday season that are relatable and recognizable to many individuals.

