

Notes: Rhetoric of the Image Roland Barthes (1964)

• Semiology: study of signs

• "can analogical representation ('the copy') produce true systems of signs and not merely simple angulations of symbols?"

• different messages are communicated through a system of signs

• Important terms = "Language"

• "en abyme" ? = within itself

~~Three Messages~~ Three Messages

1. Linguistics

• captions

• labels

• logo (ex) Panzani

AD

⇒ The word itself brings awareness to the consumer

~~The Denoted Image~~ The Denoted Image

2. Image

signified & signifier "Italicancy"

• what does this image show

• ex) Panzani AD ⇒ freshness of the products

• colors

• relative elements

↳ "shopping for one self"

• composition

- "domestic preparation for which they are destined."

* Idea of redundancy is common in all advertising

• Important term: quasi-tautological

• Denotational

• Objective

• Syntagmatic



on coded iconic message →