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Second essay: Drink responsibly



This ad is from one of the most known beer brand Guinness; normally they tend to show case their beverage in the famous shape of the glass cups that they pour their drinks into but this time they chose to show the shape of the glass cup through a bunch of different phones. All these phones stacked up in an order that goes from smallest (starting at the bottom) to biggest. It's the main focus in the image all the while everything in the image is behind it and out of focus. Making the viewers only focusing on the shape that the phones are making together. What makes the shape that the phones make more special to the viewers who are familiar with the brand is the very top of phones. It's the brightest phone of them all even though its clear that the only light source seems to be coming from the far right and the far left in an angle that hits only the side of the phones

to make a silhouette of the cup out of the phones just like normal class cups would with a light behind them. The top phone is meant to replicate the idea of the foam that is always on the very top of beer that's poured into the cup. All while keeping the shadows on the middle of the phones to make it look like the drink it's self which is a dark beer.

While the background is out of focus, it has small hints of detail that makes it clear where the picture is being taken. The man on the far left with the small towel over his shoulder behind something that seems to be the bar it self and a customer that he may or may not be serving is on the far right. Along with the tiny detail that's behind the customer that seems to be the beer tap. Making it so the viewers understand that it's a bar. Then ending with a simple small placement of text below it all in the shadows, allowing them to use white san serif text saying, "ENJOY RESPONSIBLY. PHONES DOWN, PLEASE", in all caps then with the name of the brand and company in its serif font saying "GUINNESS" in all caps.

The linguistic in this ad is mainly just the English text on the very bottom that's trying to send a message to the readers. It feels like the ad has two types of messages to the consumers. One message being that they encourage that those who drink to place their phones down to avoid drunken texts. Which plays along with the phrase "Enjoy responsibly." Which is most likely the message they were trying to pass on. Making the message an Anchorage. The second message that can come from the ad is with all the different phones; it can look like there's a group of people together drinking together so putting down your phones can help you all drink and "enjoy responsibly" together which can make the message maybe more of a relay instead. Most likely it's more so the first message than the second.

The Denotation of the images is that there is a bunch of phones faced down and stacked up on each other to look like a beer in a glass cup. Sitting on a wooden table within a bar. The connotation in the image is of the phones all set face down symbolizes that a group of different people that are all inside the bar are trying to ignore their phones while they drink all while the phones stacked are to symbolize the brands glass cup of Guinness beer shape. Which makes it a coded iconic message, due to how the phones are stacked up in such a way that's not naturally something someone would do but would do it to send a message of some sorts. While the shape and phone designs for the image are non-coded. The back ground, the placements of both people in the bar along with the black shirts they wear, the beer tap slightly showing off to us, the table which the phones are on, the lighting that's hits both sides of the phone and with how dark most of the room around it is, the order in which the phones are stacked to look like a cup from a bar, and the camera angle are all coded to make meaning of this image to send a message of what and where its all being placed.

Bibliography

<https://www.businessinsider.com/guinness-ad-phones-down-bottoms-up-2014-1>