

Notes

- * The word Image should be linked to the word imitari.
- * Imitari is Latin for 'learn'
- * Semiology of images: Semiotics, the study of signs and symbols and their use or interpretation.
- * Proposed question: can "comparisons" produce "signs" (meaning) rather than just piecing together symbols. ————— Interpretation: can an image be more than just a combination of symbols piece together to create a bigger picture or, through comparison, can a system of signs create an image as well
- * -interpretation: Is it possible to create images through analogy through print rather than digital mediums?
- * Language is present in all forms create the language shared between animals or the verbal language shared between humans to the language of gestures, such as the wave of a hand being hello or goodbye. Each form articulate some sort of story or message that is physical rather than digital
- * What is the linguistic (relating to the study of language) nature of an image
- * Two opinions on the image: Images are simple and basic (rudimentary) when compared to language or images are are two great to be put into words, they can tame an abundance of knowledge/richness
- * What gives images meaning? When does the meaning end/start?
- * Advertising is always created with signs in the hope of conveying a meaning
- * Priori: A priori is a term applied to knowledge considered to be true without being based on previous experience or observation. In this sense, a priori describes knowledge that requires no evidence.
- * Advertising image gives clear emphasis to its meaning

Three messages

- Linguistic Message
- Coded Iconic Message
- Non-coded Iconic Message
- The Linguistic message is the Text and the name of the product.

Is it denotational or connotational?

Denotational is the literal meaning = yellow

Connotational is the association, be it positive or negative, of a word= yellow is happy

Example: Panzani advertisement



- The first message is Linguistic. Caption and label are the message, the code is derived from the message. The code can be from the sign "Panzani" which signifies "Italian".

Denotational Conotational

Panzani- literal meaning The sense that the word is "Italian". The -Zani- is associated with Italian words.

- The arrangement of colors also signify "Italian", yellow, green, red.
- What is the difference and meaning of coded and non-coded iconic message?
- Cultural message vs. literal message?

The linguistic message

- All images contain context/ meaning.
- Does the image reiterate the text or does the text give new information?
- Polysemous is the capacity for a word or phrase to have multiple meanings. Ex: The word "mouth". Whether it's the mouth of a river or the mouth of an animal both relate to an opening from an interior.
- Syntagm: A segment can be phoneme, a word, a grammatical phrase, a sentence, or an event, within a larger narrative structure, depending on the level of analysis. Sin tag Mattick analysis involves the study of relationships among syntagmas
- Word and image is fragmented, However when you unify the to the message it's not only more complete but given more context/advanced understanding.

The denoted image / Rhetoric of the Image

- Literal message versus symbolic message
- No images are without a message.
- Metalanguage: a form of language or set of terms used for the description or analysis of another language.