

Second Short Paper



The image is an advertisement from Tabasco, showcasing a bottle of green jalapeños pepper sauce, a hot sauce. The ad has a dark red background that makes most of the image. There are 2 green bottles in this ad, the main bottle is in the center and to show hierarchy, it is bigger to attract your attention. The other bottle is in the lower left corner of the image. The bottle is green to represent a green pepper and the lid is red. The bottles have text inside and all capitalized, most of it is branding and locations, such as “MADE IN U.S.A.”, “MCILHENNY CO.” (producers of the sauce), “TABASCO” (the hot sauce brand), “AVERY ISLAND LA.” (in southern

Louisiana), and “GREEN PEPPER SAUCE”. On the right side there’s a woman right hand, with stainless steel tong holding the bottle by the upper side, shaped like a cylinder. Near the tong there’s a green label on the bottle with more text; “MILDER”, “JALAPEÑO”, and “TABASCO”. The word Jalapeño inside the green label is yellow. The end of the tong is glowing to represent the heat from touching the bottle. Also, is worth noting that behind the main bottle that is in the center of the image, there’s a yellow highlight that represents how hot the bottle is. Below the main bottle there’s a message text that says, “DON’T TOUCH”, followed by “LITTLE BOTTLE. BIG FLAMES”. This is the main message of this advertisement. Lastly, next to the small bottle on the lower left corner there’s a paragraph describing the product and that is a must for Mexican food and Canadian cocktail. The colors red and green are complementary colors and so they match very well. You can see this in Christmas related product as well. Red and White are often paired of color that contrast greatly and so a good number of companies use them. Here you can see the background red and the copywriting is white. The words “DON’T TOUCH” look bold or at least wider. The font is sans-serif. The product is layout in the center to bring your eyes to the bottle, the second focus is the emphasis on the selling point of the product in this case that is hot. The right hand and tong are to remind you to handle it with care as it is not safe to touch according to the image. Tongs are tools to grab food after they’ve been fried and exposed to hot temperatures and with oil. A possible reason why they used a small bottle next to the copywrite text is to show that it’s a small bottle of hot sauce. I find it ironic that at the start of the copywriting they say, “Not too hot” even though the biggest words are, “DON’T TOUCH” and the second biggest include “...BIG FLAMES.”

The linguistic message in this image is that it's a small bottle of hot sauce made by Tabasco. Now there are many products that use bottle, however the fact that there's a woman's hand and she's using tong to hold the bottle helps to bring back the thoughts of food and that is consumable. You wouldn't use stainless steel tong to hold chemicals or lava, especially bare hands. Often spicy foods are described as "hot" and so it's easier to think of hot sauce. They call it a "little bottle", but that alone isn't specific and could be interpreted in many ways. The bottle has labels like "JALAPEÑOS" and "GREEN PEPPER SAUCE" that are more direct and give it away. Water, juice, and other beverages are often cold or referred as "fresh" or "refreshing", while are meant to get rid of thirst and can be drink at a constant pace and from the bottle. A bottle of sauce is not meant to be consumed on its own and even in the copywrite text the advertisement suggest that you can use it with a set of food and again mentions that is a green pepper sauce. Pepper being spicy. It's meant to be added to the food listed (stated in the copywrite) and never suggested to be consumed like water. The words "DON'T TOUCH" and "LITTLE BOTTLE. BIG FLAMES" anchor the user to the idea that the product is hot or warm. It could be literally, but when looked as a whole and seeing the words "GREEN PEPPER SAUCE" then we get that what they imply is that it is spicy. Non-coded iconic messages include the bottles, tong, and a woman's right hand. The coded iconic messages include the color red and the yellow glow behind the bottle and on the tong. The color red is used to represent heat and yellow is also another color that shows temperature. When an object is incredibly hot, particularly iron or steel, it will glow yellow and could start bending or melting. The tong are usually stainless steel and would fall under the category of glowing yellow from being hot. The way the hand is makes the image feel like it's being treated with care. There's a woman's right hand and this could mean a few things, it's made with care, that women cook more often than

men, it's delicate, this might be pushing it, but probably fragile implying the bottle is made of glass and could break. Most likely, it's meant to show that is made with care by the company. As a whole, the advertisement is very effective at conveying the message that this little bottle is a hot sauce and that it is very spicy. The colors are used effectively, the tongs and the hand help to focus on the fact that this is a product to handle with care because this time around is extra hot, even though it is a small bottle. Aside from all that, it makes a great addition to any Mexican food so you must have it, which is the call to action to buy this product if that's something you eat in the first place.

Bibliography

Image source

https://mir-s3-cdn-behance.net/project_modules/max_1200/9519c174072891.5c49b9b108524.png

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