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In the article *Rhetoric of the Image* by Roland Barthes, he explains certain meanings that he used to analyze an advertising image that was shown. According to the website, “Tracesofthereal.com”, Roland Barthes uses the methods as a means of showing how different messages are conveyed by a system of signs. The ad Barthes was using had layers of meanings. The meanings were the linguistic message (text), symbolic message (connoted message) and the literal message (denoted image). In my case I will use an advertisement I found on a website called “Box Lunch.com” and use Barthes meanings to analyze the ad.

I will first discuss the linguistic message. The linguistic messages that are in this ad are the Sesame Street logo, the title “D is for Diversity” and “Box Lunch”. The meaning for the Sesame Street logo comes from the longest-running children show in the history of television called “Sesame Street”. “Sesame Street” is an educational television show that prepares children academically and socially for school. “The term “sesame” comes from an allusion to the fabled command from The Arabian Nights, “Open, Sesame!”, suggested excitement and adventure. Since the show was set in an urban street scene, “Sesame Street” seemed an ideal combination.” according to what WBOC.com states. The creator and founder of “Sesame Street” is former documentary producer for public television, Joan Ganz Cooney. Her goal was to create a program for children that educates and entertains them. “Sesame Street” is set in a fictional neighborhood in New York and includes ethnically diverse characters and positive social messages. The meaning for the title “D is for Diversity” is to let the viewers know that the word diversity starts with the letter D. It can also give the viewers an understanding that this advertisement is going to be promoting diversity. The meaning for “Box Lunch” comes from the actual company called “Box Lunch” in which involves retailing for pop culture offering a broad collection of licensed and non-licensed products for people of all ages. It is similar to places such

as “Hot Topic” and “Spencer’s”. Sometimes “Box Lunch” can refer to a lunch box that people store food in and carry it to school or work when it is lunch time.

Next on the method of linguistic signs is the connoted message which is the symbolic message. The symbolic messages on the ad are the three people, the “Sesame Street” characters on the T-shirts and the orange colored background. The orange colored background represents happiness, success, determination, enthusiasm and creativity. Most people will say green represents a positive message and not orange, but orange is bright like a sunshine. The three people in the advertisement represents togetherness, friendship and of course diversity because it shows the three people come from different backgrounds and they are different genders. The three people are smiling and wrapped around each other as if they are friends. The “Sesame Street” characters on the T-shirts symbolizes camaraderie. In this world the majority of people that you interact with on a daily basis just don’t care about one another. Right now most people are taking “It’s every man for himself” idiom to heart and there is a lack of chemistry in camaraderie in society. Sesame Street gives you that hope that there ARE people out there who care for others. It is like the light that shines in the darkness. What makes “Sesame Street” so special is the camaraderie among the characters of the show. You really felt that everyone is a big happy family, they really were your neighbors, and they feel like people who really care about each other. It has carried on for 5 decades! The positive message of togetherness has impacted people so much it has spread to over 120 countries in the world. I have a bunch of pen pals that I met at a forum back in 2016 due to “Sesame Street’s” philosophy on friendship. Sesame Street is determined to help kids from ALL generations, genders and races to grow smarter, kinder and stronger. The characters from the show demonstrates and show people that no matter who you are or where you come from, everyone can be friends.

Lastly, the third and final linguistic method is the denoted message or the literal message. The non-coded message in the advertisement are the cap and the shorts. The cap that is on the girl to the right of the boy doesn't have any meaning to it at all. Maybe the girl just wanted to wear a cap that day and wear it backwards. The shorts on all of the three people in the ad also has no meaning whatsoever. The 3 people wearing shorts must mean that the season they took that photograph together must have been late spring or summer season.

Source(s): Box Lunch: <https://www.boxlunch.com/>

Tracesofthereal: <https://tracesofthereal.com/2009/12/21/the-rhetoric-of-the-image-roland-barthes-1977/>

WBOC: <http://www.wboc.com/story/11476631/40-things-you-didnt-know-about-sesame-street>