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Paper #2



Contemporary advertising is an activity of attracting public attention to a product or a business as by paid announcements in the print, broadcast, or electronic media. It is the business of designing and writing advertisements. It can also mean conforming to modern or current ideas in style, fashion, design, etc. The picture that I am going to discuss in this essay is similar to the article that I read called “Rhetoric of the Image” by Roland Barthes.

The picture represents the ketchup brand that plenty of people use called “Heinz Tomato Ketchup” I choose this picture because it catches people’s attention and it is magazine worthy. Ketchup is used as a condiment for many foods, such as French fries, chips, hamburgers and hot dogs. Heinz ketchup is known for, "America's Favorite Ketchup”. In the year of 2012, there are more than 650 million bottles of Heinz Tomato Ketchup being sold every year throughout the world.

According to Roland Barthes, the message in the advertising image is pre-conceived and is graspable and contains a purpose. Barthes gives an advertisement example of Pandani, in which he looks at the different messages it could contain. He also mentioned that, “Anchorage is the most frequent function of the linguistic message and is commonly found in press photographs and advertisements.” The advertisement that is shown in the beginning of the chapter represents pasta noodles, opened string bag that is falling from featuring the tomatoes. The message is displayed by an image, and a series of signifiers pertaining to an intended signified.

We denoted that the image was communicated well in the literal message and symbol message is operational. The message speaks evicted corresponds to an absence of meaning. The iconic message is displayed by the pure image. A series of signifiers pertaining to an intended signified. Barthes contradicts the previous article of linguistics which says that a signified is the meaning or idea expressed by a sign, while a signifier is a sign of a physical form. In this case it is going towards the opposite images. In addition, it is trying to portrait a message that is not written on the advertisement.

The word linguistics means the scientific study of language and structure including the study of morphology, syntax, phonetics, and semantics. Language plays a very important role in human lives. It is a social phenomenon. One of the main goals of language is communicate with people and to understand them.

The language is no threat of the image since it was admitted that that language is composed of idiolects, lexicons and sub-codes. What Stood out to me that Barthes on page 162 said that the image is penetrated through and through by the system of meaning, in exactly the same way as man is articulated to the very depths of his being in distinct languages. However, the language of the image is not merely the totality of utterances emitted. For example, at the level of the combiner of the signs or creator of the message. In addition, it is the totality of utterances received.

One manner in which the simplicity and complexity of language can be observed in the reading is where the author states “An advertisement... shows a few fruits scattered around a ladder; the caption... banishes one possible signified,” here the author demonstrates how the written language can clarify and constrain the possible interpretations of the art, thus it is important if not needed for proper art.

Roland Barthes's image is penetrated through and through by the system of meaning, in the same way as man is articulated to the very depths of his being in distinct languages. The language of the image is not merely the totality of utterances emitted. For instance, at the level of the combiner of the signs or creator of the message, it is also the totality of utterances. Another difficulty in analyzing connotation is that there is no particular analytical language corresponding to the particularity of how are the signifieds of connotation to be named.

What gives this system its originality is that the number of readings of the same lexical unit or lexia (of the same image) varies according to individuals. “In the Panzani advertisement analyzed, four connotative signs have been identified; probably there are others (the net bag, for example, can signify the miraculous draught of fishes, plenty, etc.)” (Barthes 160). The different readings depending on the different kinds of knowledge-practical, national, cultural, aesthetic-invested in the image and these can be classified, brought into a typology.

Rhetoric of the image is where the sign of the third message were message cultural that on and off when the signifier become enlarge over the whole image however a sign is separated from the others than the composition that carries a set principal of signified.

Works cited

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Dfaa3199b461cf2f5ee75afab66f37c61 Advertising Done Right: 25 Memorable Ads: Print

Advertising, Ketchup, Advertising Design

<https://www.pinterest.com/pin/300544975103853312/>