



### **Description**

Coronavirus disease (COVID-19) is an infectious disease caused by a newly discovered coronavirus. A pneumonia of unknown cause detected in Wuhan, China was first reported to the WHO Country Office in China on 31 December 2019. One of the most important and effective ways to deal with the virus is to prevent it, according to the WHO recommendation, part of that is self-isolation. So, to help country to overcome this tough period, Association of Communication Agencies of Georgia (ACAG) held print contest that encourages self-isolation and calls on people returning from travel to stay in an isolated environment, thereby helping to stop the spread of the virus. Here is the winner print!

Print advertisement created by BRID, Georgia for BRID, within the categories: Agency Self-Promo, Public Interest, NGO.

**Caption:** Heal the world with self-isolation!

### **Credits:**

Advertising Agency: [BRID, Tbilisi, Georgia](#)

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04/21/20

COMD 3504

### Awareness Print Campagin

The advertisement that I select to write about is based on recent virus that spreads worldwide and killed **165,636** till now and it is increasing day by day. The name of this virus is Coronavirus or COVID 19. The first transmission of virus into humans was in Wuhan, China in the late 2019. The symptoms of this virus are most common cough, breathing problem and fever. It transmits from person to person contact. There cure of this virus is self-care and stay at home. It is recommended to have 6 inches social distance while wearing the mask and gloves to slow down the virus. This advertisement is an awareness about the COVID19, and the message is encouraging the people to have self-isolation by staying at home-stay safe and to we will overcome from this situation sooner. The Print advertisement is created by BRID, Georgia for BRID, within the categories: Agency Self-Promo, Public Interest, NGO and BIRD is the winner of the Print ad campaign. The Association of Communication Agencies of Georgia (ACAG) held a creative print ad challenge to motivate people to have self-isolation and spreading awareness by digital print campaign to stop the virus; those who return from traveling to have self-quarantine for self and the one they love.

The Agency Network Bird name this Print #stayhomicillin. It was published on March 2020. On the top of this ad has headline "HEAL THE WORLD WITH SELF-ISOLATION!". The letter of headline are all capital and white color and half of them has little yellow gradient on

it. This print has a building that has 12 rooms and the building color is grey. On roof, there is a Satellite dish and Tv Antenna. The shape of the gallery of this building looks like capsule. The capsule that represent the treatment for COVID 19 where people live in their capsule to have self-quarantine. Each capsule shows different activities of people doing in their self-quarantine. One side of the building has 6 capsules. 1 shows shadow of a girl and cable dish in the gallery. 2nd shows plants and flowers. 3rd shows a person and a cat. 4th shows old woman is watching outside. 5th shows door is open and clothes are hanging in the gallery. 6th shows a person with blue light. Middle of the building has pipe that connect the building and other side of the building also has 6 capsules and on top of the building a word is written that is "STAYHOMICILLIN". Under this word, 1st capsule shows a shadow of a person sitting and a bird is sitting on the gallery. 2nd capsule shows a man is playing guitar in the gallery. 3rd shows door closed and Georgia flag hanging on the gallery. 4th shows light brown curtain, plants and flowers. 5th shows a girl is sitting on the table and reading a book. 6th shows a red light and shadow of a person standing and looking at the book.

In the reading, "1977 essay, Rhetoric of the Image" by Roland Barthes says that "the signified of the advertising message are formed a priori by certain attributes of the product and these signified have to be transmitted as clearly as possible" . This quote relates to design print campaign by the sign, signified and signifier. The signified in this ad is now days, when people see this ad, they will see the apartment's gallery's shape that looks like capsule where people are inside it and the capsule that mostly use for the treatment for some illness. As for the signifier, now days it can be represent as treatment for the virus where people can recognize it without reading the headline that this ad is for the coronavirus and to have self-care and self-isolation.

Connecting both it gives sign that we know its capsule and that if we stay at home in that case in capsule apartment.

In the reading, Roland Barthes says that "today, at the level of mass communication, it appears that the linguistic message is indeed present in every image: as title, caption, accompanying press article, film dialogue, comic strip balloons". This quote relates to the design that I choose by the print media and digital that the Bird Agency wrote the headline of this advertisement has a specific purpose to spread this message around the world and public in this duration of COVID 19 to "HEAL THE WORLD WITH SELF-ISOLATION!" and the title of this campaign spread awareness to stay home that is "STAYHOMICILLIN". As it said in the quote that print media is the source to have communication to convey a linguistic message around the world and that message in this design is the text headline and the subhead.

The Barthes talks about the Connotation is that ideas and feeling associated with the words and Barthes states in his reading that "the image, in its connotation, is thus constituted by an architecture of signs drawn from a variable depth of lexicons". The lexicon is a vocabulary of a person. This quote explains that connotation is the idea of a word that is created from the signs. In Print advertisement shows that people in each capsule doing some activity to make them self-busy during the quarantine such as top 4th capsule- a man is playing guitar in the gallery and middle 2nd capsule- an old woman is watching the outside world from her gallery.

The Barthes talks about the Denoted Image is the literal meaning of the word. In the reading by Barthes states that "the denoted image naturalized the symbolic messages, it innocents the semantic artifice of connotation, which is extremely dense, especially in advertising". This quote explains that literal meaning of a word has an art of an object that

represent the meaning. It relates to the print I select and that is the title "STAYHOMICILLIN" and the print that has a meaning and purpose to spread awareness for public to stay home, be safe and the Association of Communication Agencies of Georgia (ACAG) encourage the public to be active by giving them to create Print for COVID 19 isolation awareness.

In the reading Roland Barthes talks about 2 messages and 1 of them is coded iconic message and it means is the image try to imply and its cultural value. It is what the advertisers are trying to draw our attention towards ad's topic and what we were trying to understand from the image. Roland Barthes said in reading that "We have seen that in the image properly speaking, the distinction between the literal message and the symbolic message is operational; we never encounter (at least in advertising) a literal image in a pure state". This quote states that the most important message in print ad that I select to write about is that the Bird Agency is trying to convey the message to cure the world and be safe from Virus by staying home and that is what the typography of this design means. The image speaks from the design showing capsule represent treatment for virus where each person is inside and maintaining social distance.

The second message that Barthes talks about is non coded iconic message and it means is the literal visual message. The literal visual message is shown in the photomontage print. In the reading Barthes talks about non coded icon messages that "structural analysis must differentiate, for of all the kinds of image only the photography is able to transmit the (literal) information without forming it by means of discontinuous signs and rules of transformation. The photography, message without a code, must thus be opposed to the drawing which, even when denoted, is a coded message". This quote explains that structural examination the various type of

images and he said that only photography or illustration can convey the literal message without having its signs and rules of transformation.

#### Citations

“BRID: #Stayhomicillin.” *RSS*, 1 Mar. 2020,

[www.adsoftheworld.com/media/print/brid\\_stayhomicillin](http://www.adsoftheworld.com/media/print/brid_stayhomicillin).

Roland Barthes' 1977 essay, *Rhetoric of the Image*.

Barthes-Rhetoric-of-the-image