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Communication design theory

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Paper two

The Advertisement For Skyrizi

In the advertisement Skyrizi which is a prescription medicine used by the dermatologist to treat adults with moderate to severe plaque psoriasis who may benefit from taken injections or pills. The medicine Skyrizi can help your skin clearer with four doses per year after taken two starter doses. "Nothing is everything". I believe it means that nothing is the psoriasis and everything is their skin. Although the medication comes with a lot of side effects it is good for keeping the skin clear from the plaque psoriasis in the advertisement there is a lady in deep blue shoulder less dress with her arms out stretch showing off her skin how clear it is. It seems like she is at a party or somewhere else. It seems to be in the morning or in the afternoon I can see the blue sky and the trees in the background. They are other people in the background also they could be her friends or family members. She also has a blue scarf across her back and half of the scarf hanging from her hands. Maybe her favorite color is blue or it means calm. There is also a car in the background I can also see blue and white letters and there is also a blue and purple rings in the background along with a transparent box with words written inside of it. There is also the word Risankizumab-azaa which is the injection form for the medication Skyrizi which can lower the ability of your immune system to fight of infections and may increase your risk of getting an

infection. Although the medicine Skyrizi comes with a high risk of side effects there are many adults with plaque psoriasis who is willing to take the risk of using it to get a clearer skin for example the lady is which is shown in the advertisement. It also shows how happy she is with her skin. Although the medication comes in both pills and injections I do not believe that it is good for everyone because of the side effects that it has. For example the lowering of the immune system which is a very dangerous thing especially for people who already has a low immune system like for example like a person who already has diabetes. But in the advertisement the lady was showing how well the medication is working for her because she did not have be wearing long sleeve blouses and long sleeve dresses anymore to cover up her arms. In the advertisement the lady also seems to have more confidence in showing of her arms and her shoulders by the way she has her arms out stretch. There is also a gentleman standing behind her looking at her. By the looks of the pair of earrings that she wearing you can see that she is very wealthy. It seems like she is also smiling so I could say that she is more happier with her skin now that she started to use the medication skyrizi. In spite of the side effects that the medication carries. She also wearing a head tie and her hair is comb in a very special way. I believe it shows that she is an conservative in the way how she presents herself. And how she is also focus in on the looks of her skin and her dressing. I can also say that the statement “the opportunity for nothing on my skin means everything to me”. Goes well for the adults with plaque psoriasis who is willing to take the risk of using the medication skyrizi with all of it’s different side effects and the lowering of the immune system to get a better clearer skin. They are very happy that they no longer have to be wearing long sleeve shirts and long sleeve blouses or long sleeve dresses anymore to cover up their skins they are now free to wear anything they want or what so ever they love to wear. I can also say that the statement is also saying that when you

take this medication it will make whosoever is taking it. It will make them feel happier with themselves. In spite of all of the side effects which comes with the medication Skyrizi/Risankizumb-izza.

Citation

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Rhetoric of the image by Roland Barthes