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Comm Design Theory

04/20/20

In today's day and age, ad agencies shell out hundreds and thousands of dollars for advertisements. Every single day, you will run into ads whether it is online, in store, or during transportation. Ads take up about a couple of seconds to a minute of our day to watch or observe, some ads are print ads and others are digital ads that are short clips or just a picture. In "Rhetoric of the Image" written by Roland Barthes, he talks about three messages in advertising. These three messages are non-coded iconic, linguistic, coded iconic message, and etc.

In this ad by Audi, the image is a horizontal shape and the color is a gradient with white and a gray blue color mixed. In the middle of the shape, we see four cars cut in half. They are acting like a shell for each one before it and lastly if you look all the way inside, you can see a small white car. Moving on to the text, on the left-lower hand corner, "Audi R8" is a bolded sans serif font followed by "A sporty car full of history" which is the regular typeface that is also a sans serif. Then for the text on the right- lower hand corner, "Audi" is in red text and bolded. "Vorsprung durch Technik" is in black text, however not bolded and both are in the same typeface as the one on the left side.

The non-coded iconic messages in this image is more geared towards what the image is showing without any meaning behind it. The non-coded iconic messages are the four different colored cars within each other. The coded iconic message in this image is what the reader could take and apply it with their knowledge while looking at it. A person can look at the image and

see that there are sporty cars, but if you want to buy a car, you can get an Audi which gives you a regular car that has a sports setting to get the same experience. For the linguistic aspect of this advertisement, it would have to be “Audi R8. A sporty car full of history” and “Audi Vorsprung durch Technik.”

There are two other aspects that come within the ad, connotation and denotation. Connotation means what could be implied by the image and one example for this is, having Audi make a regular car with a sports car inside of it. Denotation is what the image literally means and one example for this is, the change of the car and the building factor of how it looked like before and after. On the left-lower hand corner, the text “...A sporty car full of history” ties the image of the cars together which then brings it together as an anchorage. When the person that is looking at an image and trying to interpret it, they are usually asking questions about the image which is what relay means. For example, one might ask what does a sporty car full of history mean? Could it mean, does Audi have a history of making a sports car and then a regular car? Or could it mean, does Audi make cars that feel and seem like a sports car?

The way that an ad is effective is the way the advertiser is convincing you to try to buy the product that they are trying to sell to you. In this case, it is a Audi car with years of production. It portrays the fact that you can still get a regular car and get the same feeling as riding a sports car without having to buy a sports car. The people who are looking to get a car, but want to feel like they are in a different car can get this Audi car by looking at this ad.

In conclusion, today’s advertising is more direct and to the point since people’s attention spans are progressively more shorter than what they used to be. Ads also have to grab people’s attention immediately, so that the product, item, or material can be introduced, which then leads

to promotion of the consumer whose attention got caught by the advertiser. Advertising today seems to explode due to different techniques used and the production for these products, items or materials due to advertising seem to be increasing. However, it does not mean that some advertisements work, because if some do not send a clear message then it will leave the consumer confused.



## **Bibliography**

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