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Communication Design Theory

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Rhetoric Paper 2



The advertisement I decided to write and analyze about is the Divine Dark Skin Magazine Cover. Basically, in this cover, there is a dominant usage of browns (the background and the model that is posing) and the fonts are in a variety of colors (white, golden yellow and

pink). I have also noticed about the fonts that it is in a variety of sans-serif and serif fonts, some bold face, others in a light font family etc. The way they arrange the magazine cover title also utilizes the well-detailed arrangement of the typography in this cover. The cover additionally has a usage of pink on some of the subheads and the flower on the women's head, most likely to convey a feminine feel to the cover. Other subheads are colored in gold to further emphasize the feel on what sort of themes The Divine Dark Skin Magazine has to offer. The linguistic message of this magazine cover is that it is capturing the beauty of a woman of color since modern beauty standards have gotten shallower as years go by.

The sub heads within the magazine has a deeper context. "The True Power of Femininity" and how some dark skinned woman do not have them indicates a message that some people do not capture any sort of feminine qualities when it comes to a natural born African-American woman. "Leveling Up: A New Awakening for Black Woman" shows that the dark-skinned females in society will find their ways that they are beautiful just the way they are. "Don't Do it All" black women's obsession with struggle conveys that black women do not have it easy in society due to societal standards we put them through such as the aforementioned beauty standards, slavery, racism etc. The flower on the model's head conveys all sorts of traits you will expect from a conventionally attractive female: pink, soft features, a form of elegance etc.

In terms of how Barthes will word it in his Rhetoric of an image, he has described any ad into three parts, the linguistic message, the symbolic message, and the literal message. In this case for this ad, the symbolic message will be the flower on the model's head. She is most likely wearing that flower to show off her side of femininity. The linguistic message on the Divine Dark Skin magazine will be the subheads on the cover telling giving the consumers a message of

all the trials and tribulations these African American women must face while wandering in society. Finally, the literal message of the cover will be the woman in the center mainly because she is a woman of color who is trying to display how naturally beautiful an African American female can be.

Overall, the Divine Dark Skin Magazine cover conveys some deep messages about the major significance of an African American Women in society trying to convey that not all beautiful women are naturally Caucasian. Additionally, the usage of pinks, browns, whites, and golds further conveys that women of color can be a beautiful sight to behold.

Citation

- Rhetoric of the Image by Roland Barthes
- Cover-<https://www.prnewswire.com/news-releases/the-first-print-magazine-for-dark-skinned-black-women-and-girls-300792240.html>