

## Assignment 10a

The advertisement I choose is one made by the ad agency Yellow. This series is meant to address problems animals face during Diwali celebrations. The advertisements use bright vibrant colors in the background, contain a wide eyed animal as the main focus of the ad, and contains text that is purposely missing the letter u.



The ads successfully use juxtaposition to convey its message. Juxtaposition is when two things that are placed close together have a contrasting effect on each other. In the given advertisements the super-bold imagery and bright colours in the background conveys an energetic festival spirit. However, the expressions on the animals' faces are completely opposite. Their expressions are more sad because they have terrified eyes and shocked expressions. The message this ad is trying to convey is how the animals are unable to protect themselves from different types of pollution. The images on the poster shows what the animals would do if they could protect themselves like wear a mask to protect themselves from air pollution and ear muffs for loud music, but in reality they can't really protect themselves. This is where the missing letter u comes into play. It is meant to hint at that it is up to "you" the viewer of the poster to do something because they can't.

According to Roland Barthes excerpt, "Rhetoric Of The Image" there are two kinds of linguistic messages. The connoted message which is the symbolic message and the denoted

message which is the literal message. In the advertisement I choose the connoted images are the text missing the letter u in order to symbolize that the solution to the problem is you, the viewer. There are also the animals and their expressions because even though they may be cute they have sad scared expressions on their face. These expressions symbolize the fact that something is wrong. The denoted image is the text itself with it saying “air pollution” and “loud music” both being bad things and expressing the literal problem in the given poster.

Out of the two possible functions the linguistics message for this poster can have it leans more on the function of anchorage. This is mainly because of the juxtaposition used. These posters are placed during Diwali celebrations. For posters about a serious topic it is a bit ironic the timing it is used. The backgrounds of the posters are a bright light blue and a vibrant yellow. These colors are uplifting and give a sense of celebration. However the message the poster is actually purposely giving off is trying to make the viewer feel guilty and establish a sense of responsibility. This is because it is the viewer who causes the air pollution and plays the loud music that is harmful towards the animals. Unfortunately there is nothing they can do about it which is expressed by the images of the animals with sad expressions wearing a mask and headphones. These two opposite feelings being conveyed creates the juxtaposition which makes the linguistics message’s function anchorage.

Even though the advertisement uses mainly anchorage function there is a bit of the relay function in use too. The relay function opposite the anchorage function because the relay function is where the text and the imagery both work together not contradicting each other to relay the same message. When considering just the images of the pets in their current state in company with the text above them they both express the same emotion and message of these animals are in distress because of the viewers and need the viewer’s help. It is as if the anchorage

function's purpose in this advertisement is to be the attention grabber and grab the viewer's attention. Meanwhile the relay functions purpose seems to be to put emphasis on the message and make it more clear than it would be with just the anchorage function alone.

It is interesting to see how advertising company Yellow used both functions of linguistics in their advert series. They take advantage of how the outside event was affecting the mood of their target audience and used it in their work. They knew that when the adverts were up it would be during a celebration. So in order to not be lost among the bright colors and celebratory mood in the given atmosphere they expressed a similar emotion of celebration the viewer will get at first glance of the adverts. However among closer evaluation the real message that is not so celebratory will be brought forward to the viewers attention. This makes the adverts super successful in using the rhetorics of image to get across their message to its viewers.

### Work Cited

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