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Second Paper

A print image that stood out was an ad from the Salvation Army designed in a Brazilian Agency, WMcCann. In their ad, they want to conceptualize that warm clothing can save lives and encourage the donation of warm clothing. In the ad below, there is a fire extinguisher on the center of the page. The composition of the object is straightforward. Below the fire extinguisher on the right hand side, there is a headline “WARM CLOTHES ALSO SAVES LIVES”. It is capitalized in san-serif type, giving it a sense of urgency. Below the headline, is the contact information to donate. Next to the text, is the logo of the Salvation Army.



WMcCann. “The Salvation Army”. 2017 May 31.

<https://www.wmccann.com/trabalhos/agasalhos-salvam-vidas/>

What stood out is the color red, the color red can be interpreted as the color of urgency and alertness but also passion and energy. In the composition, the reader immediately sees the object then looks down to the right to see who is the brand or company that conceptualized the ad. In this case, it is a linguistic message because the logo gives simple identification of what the ad is for, giving the reader a clear interpretation. Without the logo, the object would just be a textured fire extinguisher. Which in this case it would be a denoted image of just a fire extinguisher which would then lead to further interpretations of the object. However, because of the logo the object becomes a connoted image because it isn't just a textured fire extinguisher. According to "Rhetoric of the Image" by Roland Barthes, "the viewer of the images receives *at one and the same time* the perceptual message and the cultural message". (Barthes #155) By this, the object that is the fire extinguisher is the "perceptual message" and the "cultural message" is what a fire extinguisher signifies as and why it is textured like a jacket. Furthermore, according to "Rhetoric Image", "literal image is *denoted* and the symbolic image *connoted*". (Barthes #155) In this case, the connotation of the image is the emotional weight of the object (fire extinguisher) and it is disclosed as a connotated object because of the text and logo making it a symbolic object. The anchorage in this ad is the headline. The headline helps prevent any other interpretation of what the fire extinguisher is by eliminating any further connotations. The anchorage helps the readers in advance to identify the meaning of the object. For instance, the object (the fire extinguisher) and the anchorage (the headline) gives the object context.

Additionally, the object itself (fire extinguisher) is a non coded iconic message. It is visually showing a fire extinguisher that any reader can comprehend. The coded iconic message is the meaning behind the fire extinguisher. What is a fire extinguisher? One can perceive it as putting out a fire or saving a life because it puts out a fire. Why is the fire extinguisher textured

like a jacket?. These are coded iconic messages that are perceived from the object. It is a coded iconic message because looking at the headline and logo, a reader can interpret the symbolic meaning of the fire extinguisher. The symbolic meaning of the object is a fire extinguisher that saves lives because it puts out fires and a fire itself is interpreted as warm and hot. Now because the fire extinguisher is textured like a jacket. A jacket is an object that keeps oneself warm. The headline “WARM CLOTHES ALSO SAVES LIVES”, indicates that not only does a fire extinguisher save lives but warm clothing as well for those who don’t have any clothing for the winter season. The Salvation Army is known for a place for donations and the combination of clothing and a fire extinguisher are cohesive in the theme of saving lives. Which is why the fire extinguisher is made out of a jacket.

The effectiveness of the advertiser’s rhetoric is using mainly pathos to create this ad. The advertising showcases pathos to evoke emotions to the reader. The combination of the headline being capitalized and in red expresses urgency, and how important it is to donate warm clothes for the winter. Later expressing how it can potentially save lives. As for the fire extinguisher that is made out of a jacket, it expresses the emotion of combining both a physical clothing and shaping it into a metaphorical object such as a fire extinguisher. Overall, the ad is promoting both warmth and saving lives. It evokes emotions to the reader by using linguistic messages, anchorage, coded iconic messages, and connotation to have the reader comprehend the importance of donations.

Bibliography

Barthes, Roland. *Rhetoric of the Image*.

“The Salvation Army print ads.” *Commarts*,

<https://www.commarts.com/exhibit/the-salvation-army-print-ads>.