


Roland Barthes' Rhetoric of the Image is a controversial piece from my research about it some people believe that everything he says is nonsense while others think his work revolutionized how we view imagery. I tend to lean with the latter, Roland Barthes' Rhetoric of the Image helped me understand the elements that make a photograph engaging and informative, In the advertisement, I am using the photo that doesn't have that many objects to it, just one but it communicated with me very well and caught my eye the moment I saw it, in my opinion, an advertisement that delivers its message filled with emotion just from one look is a strong advertisement and Roland Barthe helped me understand the hidden tools behind creating imagery that speaks more than words. Barthe divides his example into three sorts of messages Linguistic, Coded Iconic and Non-coded Iconic, so I plan to do the same with my example. During my research, I came by the table created by Barthe to analyze the messaging in the Panzani example, so I decided to create one for my photo.

Signifier	The Three Messages	Signified
	<p><i>Linguistic Message:</i> Don't Stress</p>	<p>Signified</p> <p>Typical school pencil...Cultural biting on pencil.... typical school experience white background... Boston Paper</p>
	<p><i>Non-Coded Iconic message:</i> Pencil white Paper</p>	

This photo caught my attention because it communicates stress right away by invoking my memory using coded iconic messaging, I remember being a kid in class holding one of those pencils and biting on it all day long until it becomes unrecognizable which is a stress reliever (and a teeth-gum destroyer) that is why combining this uncoded message with the linguistic message "Don't Stress" makes this advertisement very strong in my opinion. The coded message in this photo would be also the pencil and paper because someone without school experience or missing school experience which might be surprising to imagine for people here in the U.S but it is very common around the world so showing this photo to a kid from the jungles and deserts of Africa I doubt it would communicate any meaning to him, that's because then it would be missing its coded iconic messaging which mostly depends on the culture and environment, I don't know if it is common for a photo to share the same coded and non-coded Iconic messages, or if I am even right about this.

The Image is very crisp showing all the details needed to deliver the message with a white background that also adds to the feeling of boredom that you would usually get at school while at the same time resembling paper also, the use of black type contributes a lot to the message and composition of the photo, being a cover it might have had more info than needed to deliver the message intended but considering it is a cover it was essential.

While researching to write this paper I had a hard time finding an advertisement that employed Ronald Brathes' ideas, in fact, most of what I found was straightforward advertising with the lake of effort to provoke any kind of code that has been engraved into our different cultures humans.

Aesthetics of Photography, D, C., & Stron, K. (2021, April 10). Rhetoric of the Image, Roland Barthes. Retrieved April 26, 2021, from <https://aestheticsofphotography.com/rhetoric-of-the-image-roland-barthes/>

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