COMD 3504

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Assignment VI

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The Panzani Advertisement is trying to persuade viewers to purchase their brand by using the red and green colors of the Italian flag, and the compositional style of Italian Art. Panzani is a French Brand. “To enjoy a home cooked meal with our market fresh ingredients”, is their theme. The ad is non-coded iconic and minimalistic. The only movement in this ad’s composition is the diagonal line of the netted shopping bag within the composition. The packages of the Panzani ingredients are also sprawling diagonally onto the table with a bright red tomato and white mushroom. Other fresh food items are inside the netted shopping bag, giving prominence to the Panzani ingredients. One of the Panzani item is in a can. Can foods are never fresh, however that is not what Panzani want us to believe. Linguistically, elements are written in French, the appearance of fresh food, which is not fresh at all, make this mainly coded iconic. Panzani products are being as something else. Panzani wants us to believe their can food is fresh.

1. The use if linguistics is evident in the Panzani labels, which are all facing front.
2. Coded Iconic is being conveyed in the real presentation of actual food.
3. Non coded iconic is the presentation of the actual food as iconic.