

Reading Response #3

[Roland Barthes "Rhetoric of the Image" Essay](#)

When it comes to advertisement, we as the viewers try to break or decode the message through its words and images. Linguistic languages reach their viewers in various forms through connotation which invokes literal and primary meaning, denotation where words are literal in meaning. Signs may not be relating to or straight forward. Panzani has ideas that implement cultural and everyday values in order to attract and understand the people we are reaching out to. Also, designs may have color and objects; each should have connotative representation of what the message is. Panzani used signs; using various objects that represent a specific nature that attract a certain group of people and the other sign is the composition of images that express in other language the "still of life". Anthropological knowledge is where one must be able to recognize patterns and collect data of various kinds; be able to understand beyond its literal meaning.

In general, I understand that Panazi decoded an ad that consisted of literal and coded messages within its colors, text, and images. It is clear that using these forms of codes implements values culturally, socially, it all depends on the type of ad being decoded.

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