Lecture 6 Notes

13/03/19

Decoding Advertisment

"Image-Music-Text" by Roland Barthes "Media Semiotics" by Johnathan Bignell

Advertisers want the viewer to make free associations with the signs in the ad Advertising is populist by nature, thus must present cultural myths in order to seem natural

- Morality
- Race/Gender representation
- Positive attitudes towards consumerism

Aspirational Selling

- will reflect a target consumer
- plant the 'seed of need'
- upwardly mobile associations
- link status > consumption

Concealment

Hiding the fabrication and economic structure surrounding the product

Maslow's hierarchy of human needs

• Advertisement works on the Esteem & Love/Belonging levels of the hierarchy

Self-actualization desire to become the most that one can be

Esteem

respect, self-esteem, status, recognition, strength, freedom

Love and belonging

friendship, intimacy, family, sense of connection

Safetv needs

personal security, employment, resources, health, property

Physiological needs

air, water, food, shelter, sleep, clothing, reproduction

Linguistic Message

- non-coded [literal reading of linguistic signs]
- coded [connotations of linguistic signs]

Image Message

- non-coded [denotative reading of iconic or image signs]
- coded [symbolic or connotative reading of iconic or image signs]