

Lecture 6 Notes

13/03/19

Decoding Advertisement

“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



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]