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Short Assignment 2.1 – Analysis of a Static Advertisement

There are many different types of advertisements: each advertisement uses different symbols and images to draw the audience in, while trying to relay a certain message to the audience. The advertisement that will be addressed in this essay is the advertisement for a certain brand of batteries. In this static advertisement there is a small remote-controlled truck pulling a very large camping trailer through the mountains. Through the use of linguistic, denoted and connoted messages this ad effectively presents Panasonic batteries as being stronger and longer lasting than any other battery because while using them, even a remote control truck can pull a large camping trailer.

While looking for a linguistic message there appears to be a lack of text in this advertisement; making it seem like there is no linguistic message whatsoever. However, even though there is very little text in the advertisement, it does not necessarily mean there is no linguistic message in it. The linguistic message in this picture is the little Panasonic battery in the upper right hand corner. Unlike other linguistic messages, the Panasonic battery is not just text that is describing the picture, and is not able to relay the overall message of the advertisement on its own. Instead it anchors the image to the message and overall gives the picture meaning. Just by seeing the battery in the corner, one can conclude that this is an advertisement which is meant to promote a battery. It takes what the audience knows from batteries: such as how the ones that seem to work best are the ones that last longer and that there are certain types of batteries that are stronger than others. By having a simple battery with a label in the image, one can then relate the rest of the picture to the specific brand of battery. In this case, the message being shown in this image is that Panasonic batteries are strong and durable.

Other messages such as connoted and denoted messages are in the advertisement as well. These messages, unlike the linguistic message are shown through the images within the advertisement. A denoted message is the actual image within an advertisement, while the connoted message is what can be interpreted through the images. In this particular advertisement there are several connoted messages which deal with the images of the camping trailer, the road, and the toy truck. Contained in this static advertisement is a camping trailer, a toy truck, a road, a scenic view of the snowy mountains, and a very small Panasonic battery in the upper right hand corner. The image of a toy truck pulling a very large camping trailer is one of the denoted messages within this advertisement, and gives off the connoted message that the toy truck is very strong. Another denoted message within this advertisement is the image of a camping trailer being pulled down a long, windy road, which gives off the connoted message that; not only is the remote-controlled truck strong, but it is also long lasting. There are several denoted messages within this advertisement, each containing its own separate connoted message. Overall, the denoted message of the advertisement is the advertisement itself because the whole ad is an image, while the connoted message is that the truck is very strong and long lasting. However when you tie in the Panasonic battery in the upper right hand corner it brings a whole new meaning to the advertisement. When you take the battery into account the advertisement is not only about how strong the toy truck is, but is portraying the message that Panasonic batteries are incredibly strong and long lasting batteries, strong enough to make a toy truck pull a camping trailer. The battery is not only strong enough to pull the camping trailer, but it is so long lasting that it can pull a camping trailer across a mountain pass.

These different messages given off by the advertisement all lead to a similar outcome: to get the audience’s attention and make them want to buy their product. Each message used helps to strengthen the overall message that they should buy this product. The linguistic message helps anchor the image to a certain product, helping the audience know what the ad is about. The connoted and denoted messages are simply used to support the reasons why the audience should buy this product, applying visual evidence that will draw the audience in and subtly hint that the product is the best out there. These messages all work together to draw the audience in and relay the overall message of “buy this product” as well as why you should.

