

THE SEMIOTICS OF ADVERTISING

(From Arthur Asa Berger, "Sex as Symbol in Fashion Advertising")

1. Metaphor: Relationship by analogy (example: my love is a red rose)
2. Metonymy: Relationship by association (example: rich people and mansions)
3. Icon: Relationship by resemblance (example: photograph of an object)
4. Index: Relationship by implication (example: smoke implies fire)
5. Symbol: Relationship by convention (example: Star of David and Jews)
6. Synecdoche: A part stands for a whole or vice versa (example: marching feet indicate passing of an army). Synecdoche is considered part of metonymy.

Basic Associations

White space, axial balance and formality = Class and quality

Moisture, water = Sexuality and reproduction

Dryness = Sterility, sexual unresponsiveness

"System" "Research" = Terms that imply science and technology

Purple Prose = Power and luxury (ex. "lavished," "enriching," "beneficial")

Soft focus = Dream-like

Formal structure = Classic

"The person who is a slave to fashion is often also a slave to his or her own emotions—emotions that can be manipulated by the fashion advertising industry."—Arthur Asa Berger