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What's the first thing you notice when you first glance at an advertisement? Possibly the hierarchy of how things flow, maybe the typography (font) catches your eye first, or possibly the image, shape, or color. You start breaking down the text and the image helping you figure out the concept and purpose.

Everyone has heard or seen a Mr.Clean commercial or advertisement at least once, and we're very familiar with their products. White, bright cleaning supplies. It's a well-known brand with high expectations. Well known for their infamous "Magic Eraser".

Let's break down the Advertisement first by putting all text aside and focusing on imagery. The Advertisement shown above features the signifiers, a content mother and daughter, the mother seems to be cleaning with the Mr.Clean magic eraser while the daughter looks very interested. Now, why would they add women and not men? The

signified, supports the stereotype that it's a woman's job to clean and not intended for men to do. Not only that but it's being used as a teaching method for future females as well, by adding the young girl as a subject of interest but actually stating that young girls need to learn how to clean and not boys.

The denotated message would be Mr. Clean shown on the bottom left corner, he not only symbolizes and represents the brand as clean and white. But connotatively shows that men are usually the providers. He's providing the product while women (the mother and daughter on the right) make the product useful. This advertisement is encouraging buying cleaning supplies as a gift for mothers day, how ironic.

The typography on the other hand supports the right that a cleaning product is the perfect gift for mothers day. Creating the image that it's a product necessary for a woman. Whether she'll use it to clean or eventually motivate her to clean, as it is her duty as a woman. "Get back to the job that matters" is a double standard meaning that can simply mean returning to an important duty , but when put amongst an image of a woman cleaning, it is being seen in a completely new perspective, meaning that cleaning is a very important role for women and women only.

Mr.Cleans products advertise that the Mr.Clean magic eraser does all the work, they advertise that all you need is his product. But in reality who's doing the work?

Woman.

The direction of advertisement has changed, if you were to come by this ad you wouldn't think much of it unless you were breaking it down like explained above, decoding the hidden message word by word or breaking down the image.

Barthes-Ri - Openlab.citytech.cuny.edu.

<https://openlab.citytech.cuny.edu/spevackcomd3504fa21/files/2021/10/Barthes.pdf>

. “The Rhetoric of the Image – Roland Barthes (1964).” *Traces Of The Real*, 17

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https://monoskop.org/images/0/0a/Barthes_Roland_Image-Music-Text.pdf.