

## Myths and Propaganda: Semiotic Analysis of Myth in Commercial Advertisements

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**Abstract:** Those commercials advertising that contain forms and images are symbolic and mythical and do not reveal indirectly express node is created in the mind of the audience that the audience trying to open the knots lead to publicity that is more effective. On the other hand, using paint colors, apart from the aesthetic issue should be commensurate with the product and is closely associated with color that is closer to the audience, this myth is not possible except by choice of colors. Each commercials advertising has three main components, including the text, non-text (design, photography, painting) and is intended color. Semiotic analysis was trying to advertising legend among the elements of writing, dyes used and mythic images and symbols in each advertising is associated in the minds of the audience communicate and showed that the juxtaposition of these elements in mind mythical concepts and mythical themes and archetypes whether expressed or not.

**Key words:** Advertising, myth, audience, semiotics, mythology, unconscious

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### INTRODUCTION

Life in today's modern society is full of advertising messages in multiple formats and diverse, our lives are affected. Ads that are typically considered to be one of the mass media in fact is the synthetic form of communication with various tools such as newspapers, magazines, cinema, billboards, TV and radio audience targeted. Importance of the issue is that propaganda because of possible simultaneous use of photographs, word, motion picture and sound, multi-dimensional phenomenon and does not constitute an image (Walker and Chaplin, 2006). There is a never neutral image such as photos and there is no such thing as eyes. Whose knowledge, beliefs, attitudes and values that photographers believe and strongly influenced by their culture is reflected in the photos (Barrett, 2007).

Myths are represented as human archetypes in all forms of communication and one of these forms of commercial advertising field and the method of semiotics can be analyzed myths embedded in it. Bart meaning of myth writes: "speech is a myth but myth is not any kind of spoken language requires special conditions and the condition has become a myth myth message ... myth is a way of indicating. It should be noted here that the definition of myth Barrett, the traditional picture of the different myths. The other, in the traditional sense myths, stories and legends that are considered to be in the

distant past, people were unable to give meaning to matters of their understanding, women used and factors were considered supernatural cause. Barrett about his concept of myth as a form of speech says, "Speech of this type, message is not limited to oral speech and could include ways of writing and representation, not only writing but also photography and cinema discourse and sport and display reports. Moreover, advertising is also included as well, all that can be placed at the service supports speech mythical. Barrett thought of the meaning of the myth of the things this implies that appear natural and eternal and everyone should take for granted that they but the real ideological myths and end of ideology is a process that historical phenomena in specific cultures and timeless and endless places to be natural to give them.

Scholar is another index with the semiotic approach to the study of language involved in missionary, Judith Williamson who believes that advertising signs that must be analyzed and the aim of this analysis should reveal its semiotic mechanism and meaning of culture and ideology is hidden in advertisements. In other words, banners are certain attitudes about values or about the meaning of existence make regulating relations between humans and transmitted to us and from this point of view, we can say, "commercial, ideological function well" (Payandeh, 2006)

According to Jung, myths and archetypes, the collective memory of humankind have a strong

presence. These archetypes, themes, images or patterns are similar concepts for a wide range of different cultures induces humanity. Some of these archetypes, concepts such as creation, unity, power, evil, love, immortality and codes and iconic characters such as water, sea, river, sun, light, colors, numbers, animals, garden, tree, heavenly father, mother earth, hero, martyr devotee, twin, shadow and the wise old stable patterns in human society have cultural content (Sugg, 1992).

Myths are a big part of your subconscious human mind and to some extent the role of leadership is responsible for their thoughts as Freud and Jung stressed that what comes from the conscious to the subconscious does not go but by being in the unconscious mind without knowing the formation of character and affect our behavior. Myths are also the same function, they are still alive in the historical memory of our ancestors and the mind and thoughts rule us without our being aware of it. This is especially good when the choice is obvious that humans are exposed, perhaps you have ever asked yourself why the multi-product, message, fiction, drama, poetry and painting and only some of them to draw your attention and if only some of them will be selected as choice, undoubtedly, many factors affect your selection process.

According to Jung, the collective unconscious patterns or images in which there early, saving the collective experience of humankind throughout many ages. The initial images are “the oldest and most pervasive” forms of thought “man. They are feelings and thoughts. In fact, they have their own independent life (Jung and Pauli, 1995).

The Semiotics of cultural texts is an efficient tool to study the creation of meaning, approaches to the analysis of this view picture messages there, whether it be literature or writing advertising copy of the image, teaser or radio or TV and even how to set up a product in a store window. In this study of semiotics, the semantics explicit and implicit meanings of cultural texts plans; the cultural texts, like words are eligible and meet some, literally meaning that is not mentioned in any dictionary. Saussure at any sign refers into “signifier” and “signified”. These two aspects combined with one another to create a connection with the transfer of symptoms caused by mental concepts. Cue, loop interface is a concept (signified) in a mental sense- for example, in the language with a phonetic pattern (signifier) arises, linked. Signifier and signified through the association in the mind of the speaker/writer designer on the one hand and the listener reader/viewer on the other hand but Pierce of symptoms related to a three-dimensional theory. A sign of the two; the object or subject matter (what is represented by the

signs) and three; the interpretation or interpretation (Payandeh, 2006). The semiotic approach is based on the assumption that the connection to encrypt and decrypt a message is obtained and Roland Barthes as mentioned above, one of the most prominent researchers who have studied the language of advertising with this view. In fact, advertisements have certain attitudes about values regulating human relationships and the meaning of existence and transmitted to us and from this point of view are the ideological function. The dominant discourse and the dominant influence in the form of some social groups and due to repetition as for the components of the culture come in and finally re-advertising business cycle reproduced. In this study three different products in the field of commercial print a selection using semiotics analysis and Barrett review is demystified.

## MATERIALS AND METHODS

**Tide laundry powder:** Tide laundry powder detergent ad introduces a product of an American company. The first layer of this ad is the text element and an explanation attention and such an outstanding product and there throughout the image. The term “Tide washing powder, better and cheaper” in white on a blue background of the sky above image and the word “Tide” with different fonts larger and makes the viewer’s eye to focus. Expressions “Tide washing powder”, “better” and “cheaper” companion were based on change the implications of its slogan is reduced. In the right image with black text explain and introduce the product to see, finally, in the bottom of the image with black writing but was inside a white box. Audiences, especially the slogan ad above the word “better and cheaper” an explanation for knowledge is better and cheaper whether a matter of writing the right portrayed, “Tide’s under the supervision of specialists America” “Cheaper than other powders”, “according to Iran’s climate, even in cold water and well water” provided the impetus for the audience to read Fig. 1 Iranian in the consumer’s mind, America superiority and ultimate power, land unattainable dream, a world of surprises, Land art and beautiful and successful artists, Hollywood, home of the latest technologies; land of joys and freedoms and are synonymous.

Choose a color white for the “Tide” that whiteness and brightness and purity of ad performance is consistent. White succession of cleanliness, purity and Tide brings to mind the same meaning. The word “Tide” in the middle of the slogan is with larger font and blue background, purity and tranquility in the mind. The use of the word selling in the world of high persuasive power



Fig. 1: Tide laundry powder

and the great attraction once the audience tries the product movement. In the bottom right corner, the image of the product in the field Tide orange and red circular lines that are associated with water waves Tide word written with green blue and red in the white box «super cleaning suds is located. Written in English on the product as well as external confirmation of the product should be labeled that it has the myth of foreign goods in the mind of the audience to depict. This primarily reflects myths and their semantic representation of power and in the second chain, “foreign goods” can represent the value system is oriented. Foreign goods means having wealth, taste and social belong to the top floor and the chain can also note the implication in the ad text (Kamran, 2007).

Barrett’s mythologies topic pointed out: “Myth, spoken choice of date and cannot be derived from the nature of things” (Barrett, 1996). This is also true in the case of foreign goods the main products were high quality in a period but over time may be reduced in quality and quality. However, the myth of “quality is always “this product as normal is engraved in the minds of the Iranian people”. One of the tricks is the same mythmakers. “It is natural that foreign goods are good“but in fact no one can prove it so easily”.

Foreign word in the minds of Iranian consumer goods in different decades Iran has a different resonance, for example, it may be today, “Japanese goods” have the same meaning for the individual in the 30s with American goods was Russian sense. This myth of “foreign” and “foreign goods” with a more ancient myth that the last days of the human body is formed, linked. With the

selection, purchase and maintenance of a foreign commodity product into the subconscious part of its power to kill itself, it is natural close to the coefficient of reliability and security as well. Subject in this ad also featured a well-known product manufacturer’s name and country. Tide in the background promoting young woman, happy and smiling with joy unspeakable seen is hanging laundry on a rope. Blue sky, mountains and beautiful plains and the wind are blowing and wiggle dress is the sense of freedom, liberation and rejuvenated induction to the audience. Paint colors in the image light, refreshing and relaxing and does not induce any warning mode. Color and white dress billowing in the wind written on blue-sky background clouds and sky can be seen as consistent and in harmony is completed. Orange box of Tide powder which is in contrast with the other colors would focus on the field as Tide is English. However, blue-green color word Tide English on the box in tune with the infinite blue sky and peace in the world.

## RESULTS AND DISCUSSION

**Eshno pars cigarettes:** “Eshno” is the name of an Iranian cigarettes sold in packages of twenty numbers. Advertising on Eshno Pars cigarettes other than there is cigarettes name with full looms large black font on a white hieroglyphics only a sentence. “The new products in new packaging and cover with plastic wrap cellophane are always fresh.” In this ad, the word “Eshno” and “Eshno” in two different fonts but also written on the side, cigarette advertising Eshno with the implication old companion of the two words “Eshno” refers to the size of dating and pars (Fig. 2). Terms such as new products, new packaging and a new emphasis is being written. A sense of freshness, novelty and new and different flavor to the audience promised to encourage her to use it. In the lower left corner, above the Eshno Pars, the image of the Lotus (lotus) can be seen at the intersection of these two words are authentic, Iranian mythology and refers to cigarettes. Of flowers, mythology, each of the nations desire and love them different stories to illustrate the flowers. Flowers since ancient times the symbol of feelings, emotions and human instincts are gone.

Lotus is a show dates for the Aryans ancient symbol of immortality and the emergence Minooei because the goal was the only creature in the marshes of silent and vibrant appearance came. Lotus with sunrise open and it closes with a depression and this motivation is the symbol of the sun and is associated with Mitra. Mitra attachment of the Achaemenids had many branches, flowers and lotus leaf was a symbol Mitra, the arrangements have been profitable structures of Persepolis. Around the monuments of Iran and many other civilizations reveals the role and the importance and

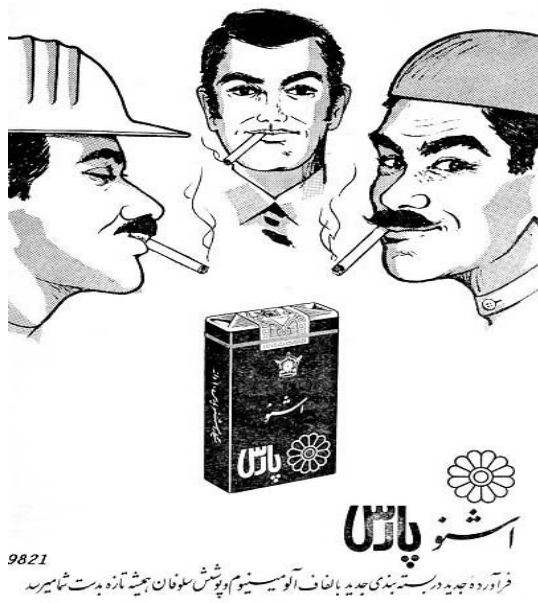


Fig. 2: Eshno pars cigarettes

sanctity of flowers (Hasanvand and Shamim, 2014). “Lotus”, a symbol of strength and Minooei-symbol of immortality. “Lotus” on the box labeled cigarettes and combined it with the word pars to help shape the minds of the audience. In other words, image juxtaposition Lotus, Eshno and Pars in mind provides triangle initiative meaningful to audiences cigarette design reminds Lotus fall unconscious remember Eshno.

Vizheh Eshno on cigarette advertising, the image of three men seen with a cigarette on the lips, each represents a certain class and group. A farmer, a worker and a (managers, engineers and young modern) which implies that is cigarette smoking Eshno for every taste, taste and type. It is implicated favorite tastes and meets all the groups. Picture these three men can also be implied on the concept of equality, the same one being, empathy and smoking Eshno differences are forgotten and all sympathy. Black and white sketch ads can also confirm the issue.

The three men smile that reflect a sense of joy and satisfaction of smoking “Eshno”. All three men wearing uniforms that show smoking in the Eshno fatigue. Another indication of the implication is with cigarettes Eshno away fatigue.

The only colors used in the ad, black and white. Unified pack of cigarettes in the background black and white in the middle of it focuses on highlighting the index. In contrast with black and white cigarette, advertising Eshno highlighted. Black represents the absolute boundary beyond which life stops and can therefore

represents the black emptiness and destruction of means (not) as oppose white (yes), white blank page remains the story should be written on the black endpoint that there is nothing beyond it (Loosher, 2006). Black is a sign of strength, mystery, formality and dignity. In many cultures, black is a sign of the negation of life, indifference, pessimism, disbelief, grief and mourning. White is a sign of virtue, innocence, freshness, peace, purity, perfection, spirituality and simplicity. Ancient Iranians believed that their angels in white clothes. The Iranians is the favorite color (Ostovar, 2012). The white color in most myths, including myths of secret Iranian dominance is morality and virtue and when coupled with the sacred golden intensified. “Many things can be elevates the purity of its beauty as if virtue of its very nature it keeps things cheap. The secrets of men, the color, bodes very effective and great things Such as bride and blessing of God without blemish signs of aging the mysteries of faith and the power of God. The use of black color in its mythical origins can be traced to smoking Eshno, believe in the past, especially in persian mythology black versus white color, usually a sign and symbol of evil and the demonic forces: the secret lies, evil. From the beginning in the myth of creation, the Supreme Ahura Mazda and Ahriman, the dark world beneath the world is clear.

**Pak ice cream:** In the first layer element of this ad featured text and text message, “sweet moments with Pak ice cream” is only written in large font at the top of the image on the left with blue and red can be seen. At the bottom of the image as well as the statement “prepared in pasteurized dairy industries Pak “written with fine white font. A meaning in this advertising slogan is to eat your Pak ice cream sweet moments will be deleted.

Sweets+moments+Pak ice cream, sweets of life to follow. Moments are sweet words of ice cream companion clear that any change and displacement keywords such as weight, eliminate and reduce the influence of the mind. The use of the word moments in this advertising slogan indication of short duration and transient, you eat Pak ice cream with emotional moments of joy, happiness not cleared but perpetuates the good times and enjoyable, you should always eat ice cream. Image advertising, woman and young man, well dressed and today shows that ice cream in their hands and laugh heartily (Fig. 3).

The implication picture implies that the cause of this joy, happiness and laughter male and female ice is cleared and with cool and sweet taste, leading to creation of this moment is sweet moments. Man and woman in the background, blue sky fades a summer day with white spots seen an indication of peace, tranquility and enjoy a summer day. Written in bold at the top of the image colors



Fig. 3: Pak ice cream

(sweet moments with ice cream) is azure blue but Pak in color of the word clear and distinct. Azure (Iranian blue) is one of the shades of blue is the color of lapis lazuli and Iranian myth and reveals the originality open.

Blue longer, frost and intuition as well, insight and illumination and is thought to mean. Blue inner causes human condition in supernatural. The Greeks knew of the dark blue symbol. The churches are often the water as a sign of prosperity and humility and belief are used. In Christian thought blue symbol of the kingdom, the divine reality, eternity, faith and colors of Maryam excused. Water in Iranian thinking is a symbol of purity and spirituality. Islamic mosque architecture, the colors used are blue and cyan (Ostovar, 2012). "Pak", "blue", "blue sky", "happiness and laughter men and women" "on an axis companion, a symbol of purity and spirituality, the element that has a special place in Iranian thinking. Light blue and dark blue, to attract wealthier buyers. Companion azure blue with the image of men and women who cover their belonging to the class they show the connotation is rich Pak ice cream that is the choice of the rich and wealthy. Pak ice cream selection by the men and women, also replaced the myth of the "rich and poor" which is located in the myth of transformation. Archetype is not something that only human power today in front of the bow to early humans was also subdued. Pak ice cream lays in the color red all the themes chosen for its symbolism and has these traits. "Pak" in red-labeled and in harmony with the image of men and women, implies love, vitality, energy, happiness, excitement and passion. You eat "Pak" cannot achieve all of this.

## CONCLUSION

Given the choice of product name or using concepts smacks of mythology and archetypes in the mind of the audience will increase its effectiveness. You can check the amount of historical myths and eternal archetypes culture of a society that easily fits your message in addition to the design and effectiveness. For example, a foreign word in the minds of Iranian consumer goods in different decades Iran has a different resonance, for example, it may be today, "Japanese goods" have the same meaning and the person in the 30s meaning with American goods, Russian. This myth of "foreign" and "foreign goods" with a more ancient myth that the last days of the human body is formed, linked. With the selection, purchase and maintenance of a foreign commodity product into the subconscious part of its power to kill itself, natural close to the coefficient of reliability and security as well. According to what was said can be concluded if the commercials each picture element, writing and color are linked or associated with mythical concepts can be sure that the message correctly will inspire the audience.

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