



# ELEMENTS OF THE COMMUNICATION PROCESS



**transmitter**

Agent who wants to  
express something.



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**transmitter**

Agent who wants to express something.



**message**

The information that transmitter wants to express (ideas, information, feelings...)

# ELEMENTS OF THE COMMUNICATION PROCESS



**transmitter**

Agent who wants to express something.



**message**

The information that transmitter wants to express (ideas, information, feelings...)



**receiver**

Agent who receives information.

# ELEMENTS OF THE COMMUNICATION PROCESS



transmitter



message



receiver

## Encoding (language) -

Signs and rules that are known by both agents (transmitter and receiver) in order to encode and decode the information.

For example: language (words that we know and understand), symbols, emojis, text speak, common culture

<3 :) :( ;)

# ELEMENTS OF THE COMMUNICATION PROCESS



**transmitter**



**message**



**receiver**

## **Channel -**

This is the means of communication that is used to send the message by the transmitter.

For example: radio (voice)

book, newspaper (text)

photograph, painting (image)

tv, video, cinema (audiovisual)

# ELEMENTS OF THE COMMUNICATION PROCESS



## Noise -

Any problem that worsens the communication. Noise is interference with the decoding of the messages.

For example: too many images (overstimulating), grammatical errors, too similar to another message

# ELEMENTS OF THE COMMUNICATION PROCESS



**transmitter**



**message**



**receiver**

## **Context -**

This refers to the conditions that precede or surround the communication.

For example: different countries (Spain vs Denmark), different years (1980 vs 2016), different communities (Galicia vs Andalucia)



## **WHAT'S VISUAL COMMUNICATION?**

Visual communication is the communication process made up through images or visual representations such as photographs, drawings, paintings, comics, videos, films, etc.

The visual language is intuitive. This means that everyone is able to understand the 2D or 3D image because it is a code that we learn in a natural way in our society (without even trying).



The language of photography is very intuitive, but the language of the comic uses a code that we must learn to understand the message completely.

Why is the comic difficult to understand?

Can you “read” the photograph to the left? What does it say to you?



## KINDS OF COMMUNICATION ACCORDING TO PURPOSE

**Informative** - Intended to communicate information (usually in newspapers, TV news, etc)

**Exhortative** - Intended to encourage, incite, or advise (advertising, signage, traffic signs, etc)

**Expressive** - Intended to express feelings or human sensations (painting, drawing, sculpture, architecture, cinema, etc)

**Aesthetic** - Just intended to show beauty (jewelry, painting, etc)

Usually the author or a visual message tries to integrate several of these. For example, you can make a very beautiful image although the main intention is informative. So a press photographer can try to take expressive photos to illustrate an event for a newspaper article.

una nueva vida.



## Example #1: Press advertising

What's the object for sale?

This advertising could be found in \_\_\_\_\_.

What kind of visual communication is it?  
(informative / exhortative / expressive / aesthetic)

What is shown to us and why?

Is there another non-visual language to support the message?



Example #2: Advertising on the street. This ad is on a crosswalk.

What's the object for sale?

This advertising could be found in \_\_\_\_\_.

What kind of visual communication is it?  
(informative / exhortative / expressive / aesthetic)

What is shown to us and why?

# 7 DAY FORECAST



## Example #3: Technical language

What is this?

Where could this be found?

What kind of visual communication is it?

(informative / exhortative / expressive / aesthetic)

What is shown to us and why?

Is it necessary to know a code to understand?



## Example #4: A jewel necklace

What is the reason for using these objects?

What kind of visual communication is it?

(informative / exhortative / expressive / aesthetic)



## Example #5: Building

Who is the transmitter?

When was the message delivered?

What is the message?

Who is the receiver?

What kind of visual communication is it?  
(informative / exhortative / expressive / aesthetic)

What is the context of this building?





## Example #6: ???

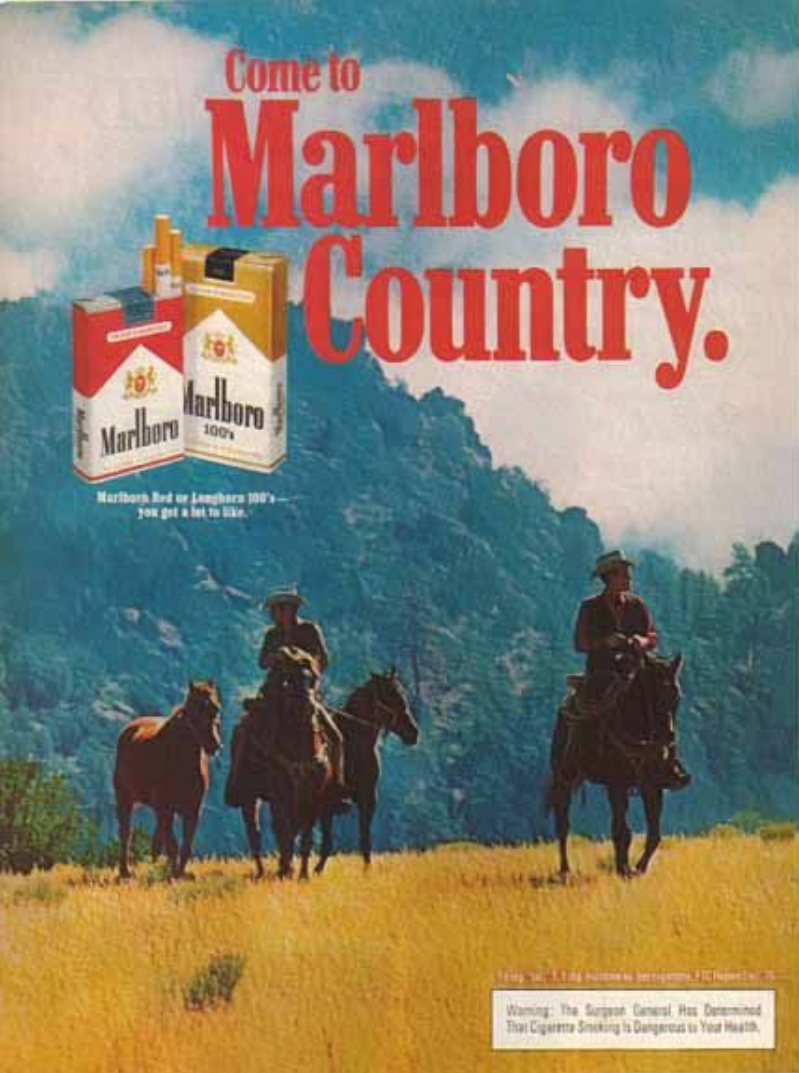
What's the object for sale?

This advertising could be found in \_\_\_\_\_.

Who is the receiver?

What kind of visual communication is it?  
(informative / exhortative / expressive / aesthetic)

What is shown to us and why?



## Example #7: ???

What's the object for sale?

This advertising could be found in \_\_\_\_\_.

Who is the receiver?

What kind of visual communication is it?  
(informative / exhortative / expressive / aesthetic)

What is shown to us and why?

# Objective and subjective images

The fewer interpretations the image has, the more objective the image is. So traffic signals are very objective images because another different reading is not possible. But an abstract painting is a very subjective image because you can interpret it any way you want. Between these two extremes are different kinds of images which are more or less objective ... or more or less subjective.

very objective



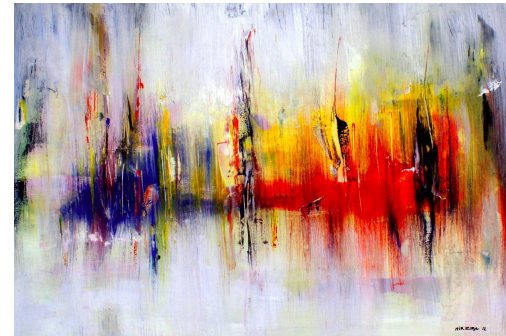
more subjective / less objective



more objective / less subjective



very subjective



# Abstract and Figurative images

**Figurative image:** The real object and its representation are connected. We can recognise the model.

**Abstract image:** The observer can't recognise any real object in the representation.

**Iconicity status:** The similarity of an image with the object represented. An **icon** is a visual representation of something. An icon can represent a person, place, object, idea, business, group of people, or other noun. **Iconicity** is the use of an icon to stand for something else.

- "Nooooo!" The extra letters add length to the word, signifying that the word is stretched out when spoken.
- 1791 is a representation of the year Seventeen Hundred and Ninety-One.
- A picture of an apple is a representation of the Apple Corporation.

# Interpretation of images

Any image can be read in two different ways: objectively and subjectively

<b>OBJECTIVE READING</b>	<b>SUBJECTIVE READING</b>
<p>The viewers describe the objective characteristics they see in the image. These do not depend on the viewer. Examples:</p> <ul style="list-style-type: none"><li>● Size and proportions</li><li>● Iconicity status</li><li>● Objects, people, etc</li><li>● Composition</li><li>● Texture</li><li>● Colours (tones, luminosity, saturation, temperature...)</li><li>● Framing</li><li>● Angle</li><li>● Light</li></ul>	<p>The viewers describe the personal feelings or ideas the image suggests to them. Examples:</p> <ul style="list-style-type: none"><li>● On the whole</li><li>● Meanings</li><li>● Interpretations</li><li>● Emotional reactions</li><li>● Individual taste or preference</li></ul>



# For the following images, do the following:

- Describe the image objectively.
- Describe some possible subjective interpretations.
- Do you think this image is more subjective or objective?

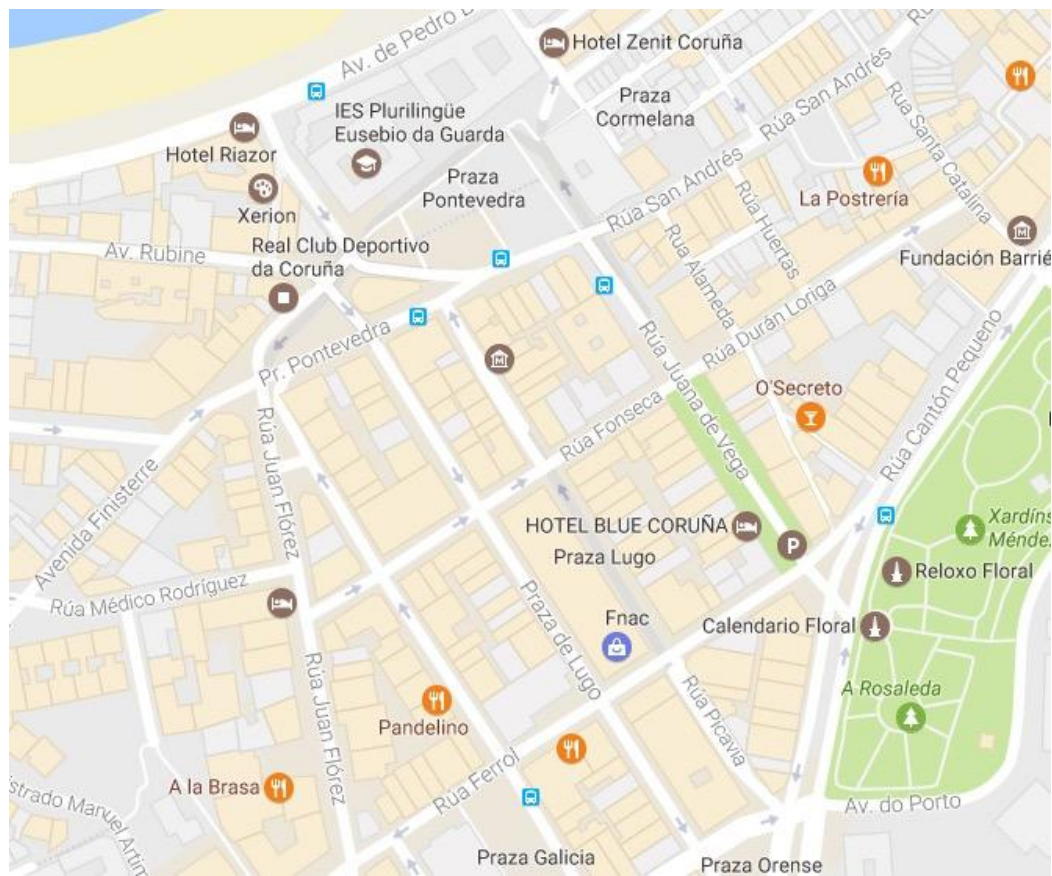
# Traffic sign



XING

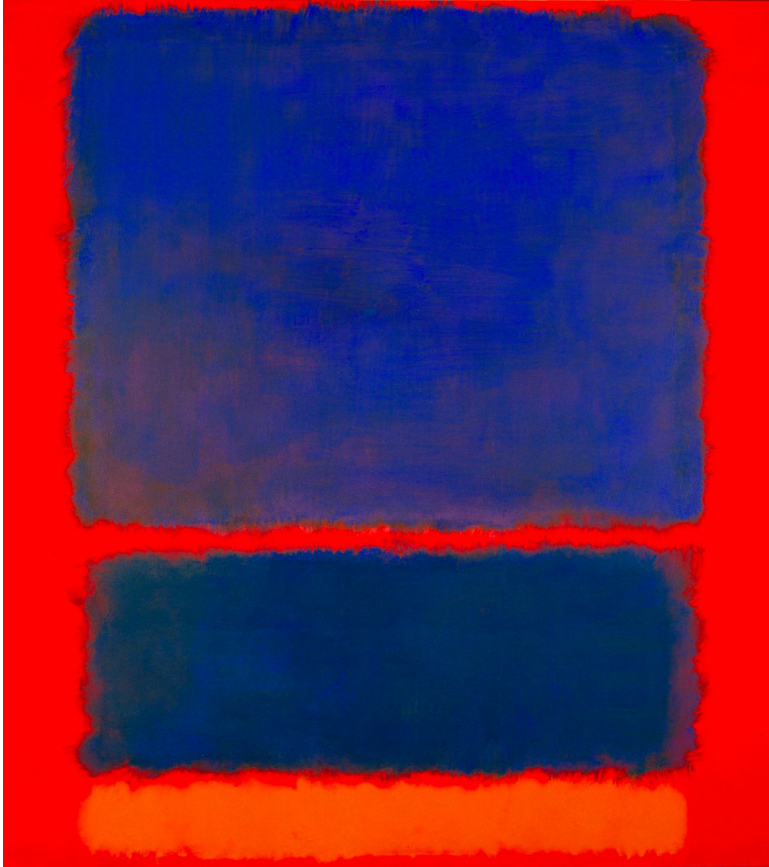


# Street map





# Mark Rothko - Blue, Orange, Red (1961)



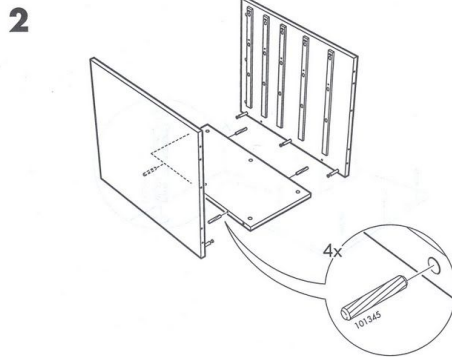
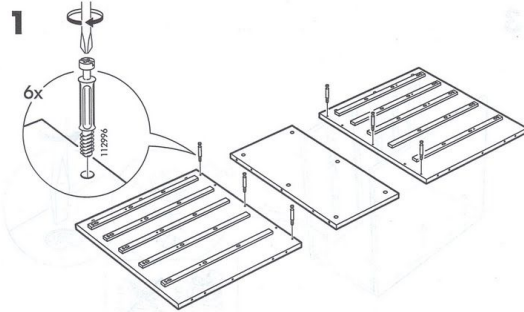
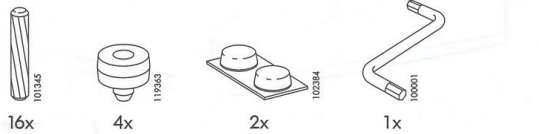
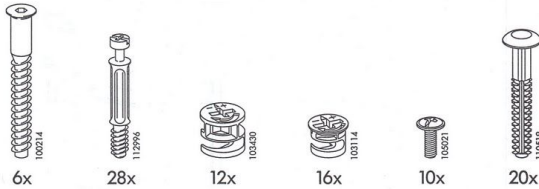
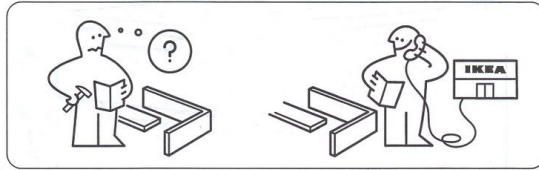
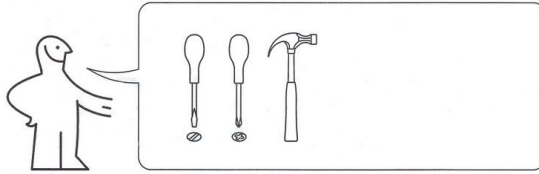
# Pablo Picasso - Les Femmes d'Alger (O. J. Version O) (1911)



# Fashion advertising: Lacoste



# Ikea assembly instructions



# For the following advertisements, answer the following:

- What is this advertisement selling?
- What is the brand?
- What is the slogan?
- Where might you find this advertisement?
  - Magazine, newspaper, television, bus stop, etc
- Do you like the ad? How does it make you feel?

# 7 SEATS OF ABSOLUTE POWER

INTRODUCING THE polestar<sup>+</sup> OPTIMISED 240BHP  
XC90 T5 R-DESIGN. A FORCE TO BE RECKONED WITH.

polestar<sup>+</sup>  
OFFICIAL VOLVO RACING PARTNER



#### UTMOST POWER MEETS LUXURY AT ITS FINEST.

IMAGINE A MACHINE THAT COMBINES INCREDIBLE POWER WITH THE COMFORTS OF A 7-SEATER FIRST-CLASS CABIN. THE VOLVO XC90 T5 R-DESIGN OFFERS AN ELEVATED DRIVING EXPERIENCE WITH THE NEW POLESTAR POWER OPTIMISATION, THE SAME TECHNOLOGY THAT POWERS VOLVO'S RACE CARS. SPECIALLY TUNED BY VOLVO, IT NOW CARRIES MORE HORSEPOWER, TORQUE AND SHEER EXHILARATION WITHOUT AFFECTING THE ORIGINAL WARRANTY. VISIT OUR SHOWROOM TO EXPERIENCE IT TODAY.

Volvo. for life



**WEARNES**  
AUTOMOTIVE

249 Alexandra Road Singapore 159935 New & Pre-Owned Sales: 6473 1488 Leasing: 6876 5063 [www.volvocars.com.sg](http://www.volvocars.com.sg)

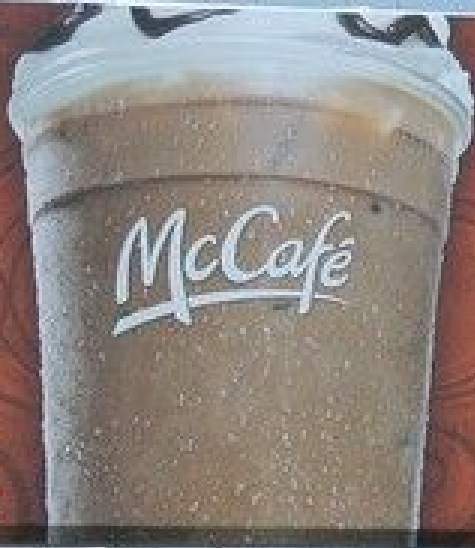
Specifications may vary from picture shown.

 optimus myPad



END OF DISCUSSION!





Iced to meet you.

ICED MOCHA



i'm lovin' it<sup>®</sup>

IF RECOVERING BARRELT









Cats everywhere are having a hard time smelling their litter boxes.



THE NEW PAJERO FULL  
WITH AWC-R™.

IT'S MORE  
THAN TECHNOLOGY.  
IT'S INSTINCT.

AWC-R. Stability  
in terms of breaking,  
controlling  
and correcting  
the car's course,  
without help  
from the driver.



# You Can Now Purchase Metallica and Slayer Shirts at H&M

FEBRUARY 16TH, 2015 AT 3:30PM BY AXL ROSENBERG [f](#) [t](#)

77

Fashionable retail clothing company H&M, in what can I only assume is an attempt to compete with the increasingly-metal friendly [Urban Outfitters](#), is now selling multiple shirts and tank tops featuring the logos of various metal bands, including [Metallica](#), [Slayer](#), and [Guns N' Roses](#).

Here are the goods, as modeled by some very sad-looking, androgynous models who looks like they could really use a sandwich:







ONE CHILD IS HOLDING SOMETHING  
THAT'S BEEN BANNED IN AMERICA  
TO PROTECT THEM.

GUESS WHICH ONE.



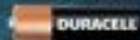
We won't sell Kinder chocolate eggs in the interest of child safety. Why not assault weapons?

MOMSDEMANDACTION.ORG





SOME TOYS  
NEVER DIE







**IMPORTED WITH GUSTO**  
**AUTÉNTICA CERVEZA DE ESPAÑA**

**Mahou**



AUTÉNTICA CERVEZA DE ESPAÑA  
PREMIUM BIEN

It's a  
family affair

Drink  
*Coca-Cola*

Delicious and  
Refreshing



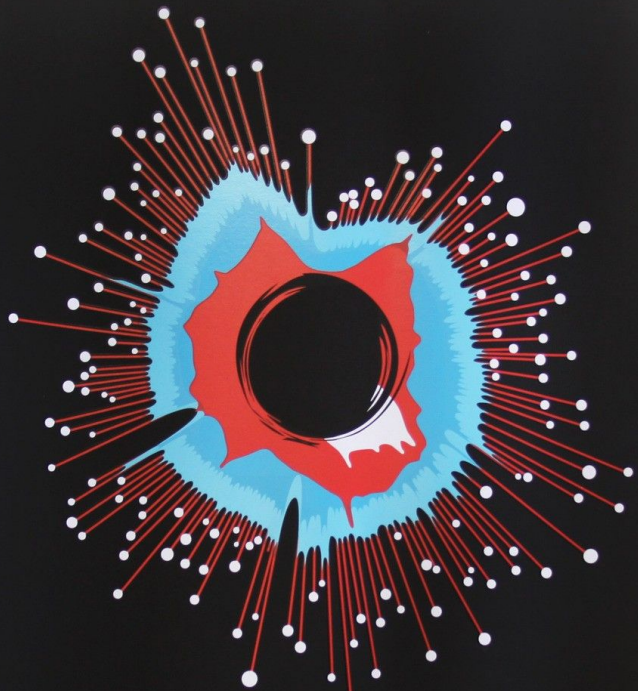
# N°5

INEVITABILE



Tutti i diritti sono riservati. Chanel è un marchio registrato di Chanel S.p.A. - Milano. © 2013 Chanel S.p.A. - Milano. #CHANELN5

#CHANELN5



ATP STAGE AT...

# PRIMERA SOUND

SHELLAC • EXPLOSIONS IN THE SKY • LES SAVY FAV • PISSED JEANS • POLVO  
FUCK BUTTONS • DEVASTATIONS • THOMAS BRINKMAN • TRAD GRAS OCH STENAR  
DEERHUNTER • BORIS • OM • DR OCTAGON (AKA KOOL KEITH • KUTMASTA KURT)  
AUTOLUX • MV / EE • THE GOLDEN ROAD • EDAN • GUEST DAGHA • SILVER JEWS  
SIX ORGANS OF ADMITTANCE • AWESOME COLOR • KINKSI • TIMES NEW VIKING

MAY 29, 30 & 31 • 2008 • PARC DEL FORUM • BARCELONA • SPAIN



**YOU SAW YOUR  
GIRLFRIEND  
ON TINDER.**



Some days  
you just want  
to forget.


8.2%  
ABV



**Precision Parking.**  
**Park Assist by Volkswagen.**







Certain values must never  
end up in the mud.

Coop Supermarket says no to child labour.

**coop**  
IN COOP WE BELIEVE





8 cylinders when  
you need it.



4 cylinders when  
you don't.



The new Audi S7

 iPad mini



1173

IDS

# nothing fake about 'em.

"I'm not into phonies. good thing there's nothing fake or phony in popchips. they only taste like they're bad for you."

Katy Perry



think popped!  
never fried. never baked.

OTTAWA  
INTERNATIONAL  
ANIMATION  
FESTIVAL

20  
13

SEPT  
18-22



GET IN TOUCH WITH  
YOUR INNER CHILD.

**AND LET IT  
PLAY IN TRAFFIC.**

ANIMATIONFESTIVAL.CA


WOKBARK

*Some things  
are hard  
to separate.*






  
**DALLAS FARMERS MARKET**

HEALTHY FOODS - AFFORDABLE PRICES - NOW ACCEPTING  Lone Star



A MÍ MAMI  
EL BIZCOCHO  
LE SALE   
**MÁS ESPONJOSO**

CON TULIPÁN, TUS BIZCOCHOS TE QUEDARÁN TAN ESPONJOSOS Y DELICIOSOS  
QUE HASTA LA ABUELA TE PEDIRÁ LA RECETA.  
DESCUBRE ESTA RECETA Y MUCHAS MÁS EN [WWW.TULIPAN.ES](http://WWW.TULIPAN.ES)





Nothing else feels soft anymore.



New Silky Soft Sorbet



peugeot.es



## NUEVO PEUGEOT 308 SW NUEVOS MOTORES ECO-EFICIENTES BLUEHDi Y GASOLINA PURETECH



DESDE

**15.900€**

PLAN PIVE INCLUIDO

CON EL NUEVO MOTOR 1.2L PureTech 130 S65



PEUGEOT **FINANCIACIÓN TOTAL** Atención al cliente 902 366 247

Gama Nuevo Peugeot 308 SW. Consumo máx. (l/100 km): desde 3,2 hasta 5,2. Emisiones de CO<sub>2</sub> (g/km) desde 85 hasta 119.

**PureTech**

**BLUEHDi**

Amplia tus sensaciones con la tecnología más avanzada e innovadora: los nuevos motores gasolina turbo PureTech S65, con solo 1,2l de cilindrada, ofrecen 130 cv de potencia y permiten disfrutar del 95% del par motor entre 1.500 y 3.000 revoluciones por minuto. Y los nuevos motores BlueHDi, al asociar de manera exclusiva la SCR (Selective Catalytic Reduction) y el FAP con aditivo, permiten reducir el consumo y las emisiones de CO<sub>2</sub> hasta 3,2/100 km y 85 g/km en su versión de 120 cv.

\*Reducción Catalítica Selectiva.

### PEUGEOT FINANCIACIÓN

PVP recomendado en Península y Baleares de 15.900€ para un Nuevo 308 SW Access 1.2L PureTech 130 S65 (impuestos, transporte, descuentos y Plan PIVE incluidos) para clientes particulares que financien a través de Peugeot PIVE Financia un capital máximo de 6.000€ con primer pago mínimo de 36 meses. Oferta no acumulable y válida hasta el 30/06/2014. Consultar condiciones en su concesionario. Modelo visualizado Nuevo 308 SW Allure con opción Plan PIVE-9 en gama Nuevo 308 sujeto a condiciones de dicho plan.

**NUEVO PEUGEOT 308 SW**

MOTION & EMOTION



# PIZ BUIN®



¡Innovación!

**PIZ BUIN® WET SKIN™**

Traspasa el agua. Protección sobre piel mojada o seca.

PIZ BUIN® WET SKIN™ con Tecnología Aquaflex™ se absorbe directamente tanto en piel mojada como en seca. No deja marcas. Protección inmediata y eficaz sin necesidad de secarte.



UN  
DÍA  
LARGO  
SE MERECE  
UN BUEN  
FINAL

disfruta tu  
*Coca-Cola*  
doble zero

reg. Coca-Cola Company  
Coca-Cola Zero



# ¡VIVE EL EQUILIBRIO!



100% VEGETAL

Vive soy

Vidactiva

Contra la fatiga\*

LECHE DE ALMENDRAS  
100% VEGETAL

**Vivesoy Vidactiva**  
es la única leche de almendras que  
te ayudará a combatir el cansancio.

\*Estudio de eficacia, Universidad de Navarra  
© 2010 Vive soy. Todos los derechos reservados.



MÚLTIPLES COLORES. PLACER ÚNICO.



NUEVA  
iniciación

Acer recomienda Windows 8.

acer

explore beyond limits™




# ETOUCH MORE




Acer | Touch & Type

Reinventando la experiencia táctil.

Explora cómo ser un poco más habilidoso, más creativo, más productivo y más libre para ser tú mismo.  
Entra en contacto con nuestros productos en [acer.es](http://acer.es) y 

Trabaja Mejor. Diviértete Más

 Windows 8

• R  
RIVE  
CK HIRE  
7.0707

622302

SUBVERTISEMENT

1341M



graffiti

T: 02  
www

485 - 4

# subvertising = subvert + advertising

**Subvertising** is a combination of “subvert” and “advertising”. It refers to the practice of making spoofs or parodies of corporate and political advertisements.

**Subvertisements** may take the form of a new image or an alteration to an existing image or icon, often in a satirical manner.





For the following subvertisements, consider the following questions:

- Does the subvertisement use a familiar image, icon, or slogan?
- What is the subvertisement's message?
- Who do you think made the subvertisement?

**Weight**



**I'm gainin' it<sup>®</sup>**





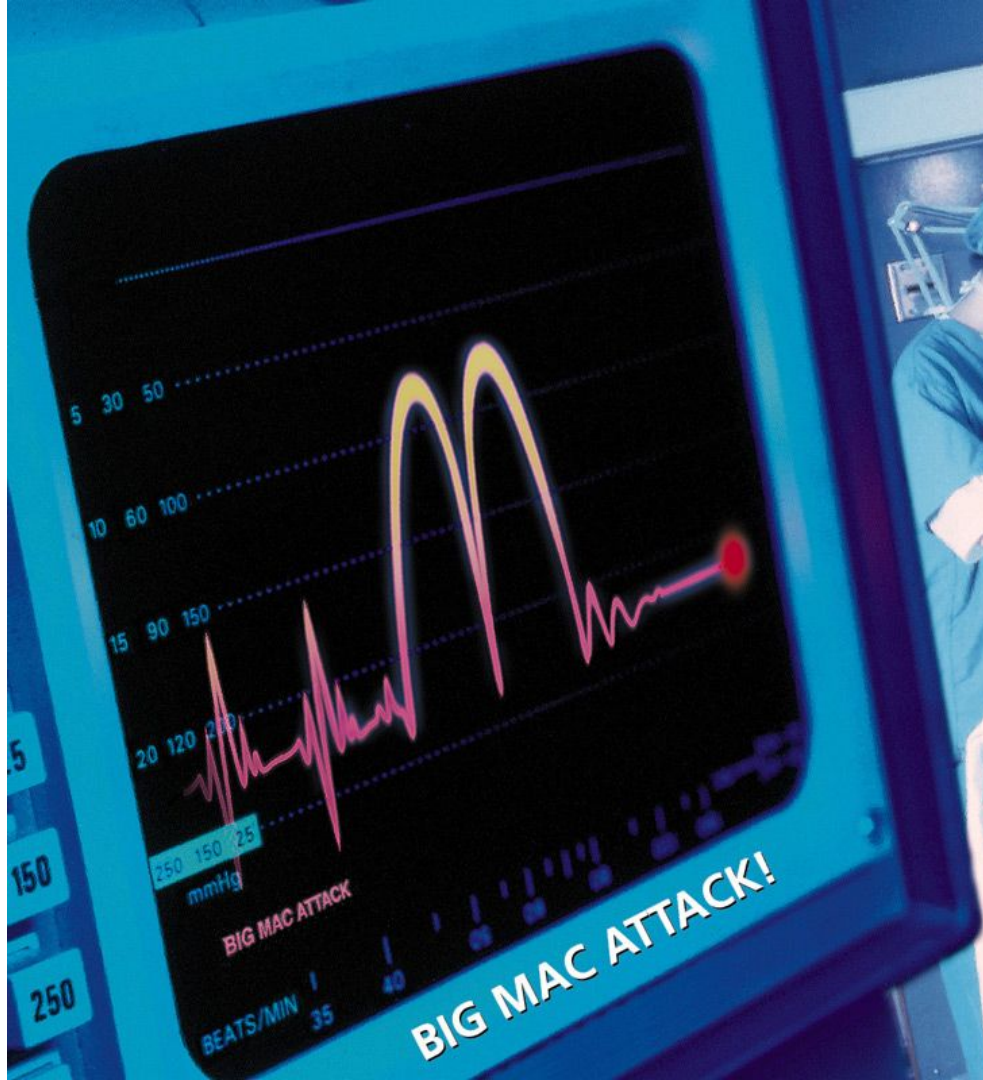




Photo by Giuseppe Fasano

# Do you want fries with that?

**McDonald's. Cruelty to go.**

**PETA**

Free veg starter pack: 1-888-VEG-FOOD • [www.MeatStinks.com](http://www.MeatStinks.com)



**DIABETES YOUR WAY™**

ENJOY  
*Capitalism*







**JUST PAY IT.**



NIKE  
\$250

SWEATSHOP

83¢



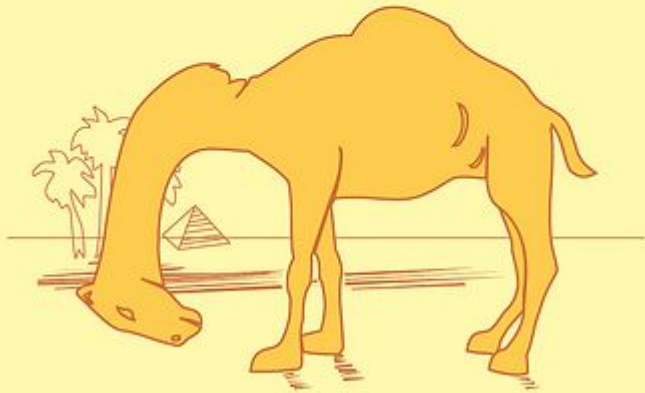
BA AAAAAAAA

rethink the cool  
[blackspotshoes.org](http://blackspotshoes.org)



**EVERYBODY HAS THE SAME  
TABLE, CHAIR AND BED**

**CANCER**





# Joe CHEMO

THE SURGEON GENERAL WARNS THAT  
SMOKING IS A FREQUENT CAUSE OF  
WASTED POTENTIAL AND FATAL REGRET.



Welcome to  
**Malboro Country.**



**SURGEON GENERAL'S WARNING:**  
Smoking causes hypothermia  
as well as premature death.

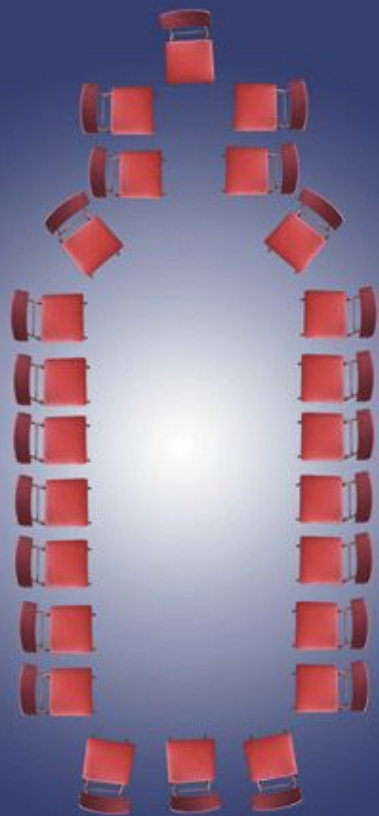




# ABSOLUTE END.

NEARLY 5% OF AUTOMOBILE FATALITIES ARE LINKED TO ALCOHOL. 1% OF NORTH AMERICANS ARE ALCOHOLICS.  
A TEENAGER SEES 100,000 ALCOHOL ADS BEFORE REACHING THE LEGAL DRINKING AGE.

[www.absolutvodka.com](http://www.absolutvodka.com)



# ABSOLUTE AA.

**Cat** **Videos**

**Feedup**®

Thinner than ever.



is it worth  
paying so much  
for a logo?



spending wisely  
is trendy, too.



# iAddict

There are over 500 addictive chemicals in a cigarette.  
There are over 500,000 addictive apps in the app store.



iPhone. iPod. iPad. iTouch. iHome. iTunes. iBook. iWatch. iMac. iCloud.  
iDOEVERYTHING so that human interaction is no longer necessary.  
And if iCan't... there's an app for that.

# Apple Water

Clean. Simple. Wet.

If you've been drinking the juice, you're ready to drink the water. Apple Water is designed especially for the Apple connoisseur: beautifully packaged, easy to drink, and perfectly overpriced. A magical blend of hydrogen and oxygen, Apple Water says everything they need to know about you.



**Optional ingestion vessel.**

Drink from an Apple- designed container in this unique "cup" design. Only \$29.99. [Buy Now](#)

**Built-in display.**

Temperature-sensitive logo shifts from red to blue when Apple Water has reached Steve Jobs' favorite drinking temperature.



**Molecular perfection.**

Literally twice as many hydrogen atoms as there are oxygen atoms.

**Instant waterfication.**

Apple's QuarterTwist technology ensures that you never have to twist the cap more than 90 degrees.



**A perfect grasp every time.**

No slipping or sliding. The Apple Water enclosure is ribbed for greater satisfaction.

**Tip-resistant bottle.**

Apple Water's revolutionary base remains upright with up to 4.6 pounds of lateral pressure.



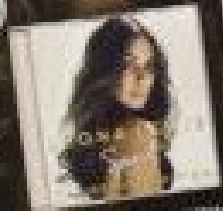
SILENCE LA VIOLENCE



BRITNEY SPEARS

LEONA LEWIS

CHRISTINA RICCI



Das neue Album der Pop-Feldmarc  
Inhaberin der Hit-Single "Me Against the Music"

[www.britneyspears.de](http://www.britneyspears.de)

Die CD/DVD Deluxe Edition  
Inhaberin der HIT-Singles "Bleeding Love"  
und "Better in Time"

[www.leonalewis.de](http://www.leonalewis.de)



MILE HIGH



**WE DECEIVE. YOU BELIEVE.**

1094-01



CLEARCHANNEL

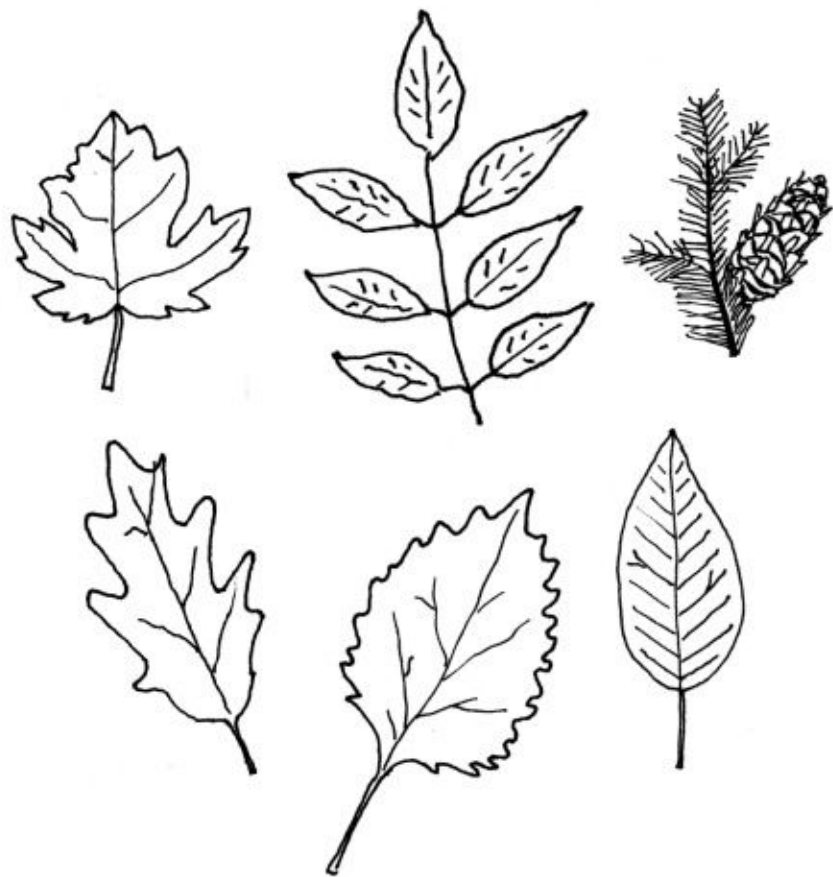




## Name these brands



## Name these plants



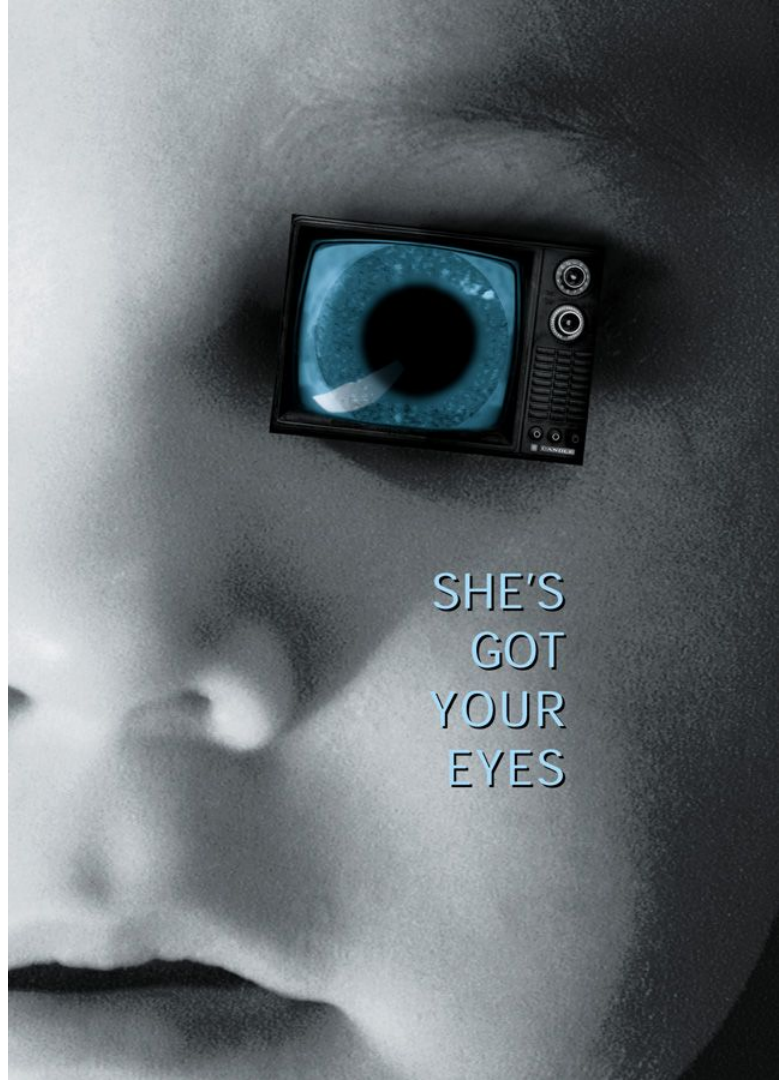
*Name these revolutionaries:*

*Name these celebrities:*





**TURNOFF TV WEEK**



SHE'S  
GOT  
YOUR  
EYES

A photograph of two cowboys on horseback, silhouetted against a bright orange and yellow sunset sky. They are riding away from the viewer on a dirt path. On either side of the path are wooden fences with diagonal cross-bracing. The overall mood is nostalgic and somber.

**I miss my lung, Bob.**

California Department Of Health Services,  
Funded By The Tobacco Tax Initiative.

© 1999 California Department of Health Services



Come to  
**Marlboro  
Country.**



Marlboro Red or Longhairs 100's  
you got a lot to like.



© 1999 Philip Morris Inc. All rights reserved. P.O. Box 1000, New York, NY 10108

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.



**I miss my lung, Bob.**

California Department of Health Services,  
Funded By The Tobacco Tax Initiative.

© 1999 California Department of Health Services

