



# Climatic Change Leads to Global Warming? A Semiotic Analysis of the Kwality Wall's Advertisement

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**Abstract**—To understand the awareness of global warming and climatic changes in advertising, such as through “semiotic theory”. The pictorial textual analysis evaluates the scope and configures the awareness of Global warming in the selected Kwality Wall's ice cream print advertisement targeting the product, signs, symbols, pictorial representation, and captions of the advertisement. Based on the pictorial textual framework, different sources and dimensions of global warming as well as the ice sheet melts in the Antarctic region are analyzed. Results suggest that global issues and climatic conditions advertising is a highly targeted strategy appealing to consumers. Global warming and climatic changes typically represented through semiotic analysis while the pictorial textual analysis focuses on the entire advertisement. The study also highlights the emphasis on climatic changes and global warming awareness in advertising narratives.



**Keywords**—Global warming, climatic change, Ice cream advertisement, Sign language, Semiotics.

## I. INTRODUCTION

Climate change and global warming have become increasingly pressing issues in recent decades. The effects of human activity on the planet's climate have resulted in a range of environmental, social, and economic challenges. These challenges have prompted widespread concern among scientists, policymakers, and the general public. This research article aims to explore the causes and impacts of climate change and global warming on the planet and to apply semiotic techniques. The research article will begin by examining the underlying causes of climate change and global warming, including the role of human activities such as burning fossil fuels, deforestation, and agricultural practices. The article will then discuss the impacts of climate change with an analysis of the Ice cream advertisement. including rising sea levels, extreme weather events, and loss of biodiversity. The research will also explore the economic and social consequences of climate change, such as food and water shortages, displacement of populations, and increased health risks.

Climate change and global warming have become two of the most significant environmental challenges facing our planet today. The scientific community has widely accepted that global temperatures are increasing at an alarming rate, with severe implications for ecosystems, biodiversity, human health, and economies worldwide. The impact of global warming is already being felt in various ways, including rising sea levels, melting ice caps, more frequent and intense weather events, and changes in precipitation patterns. Understanding the causes and consequences of climate change is essential for policymakers, scientists, and the general public to take effective action to mitigate its effects. In this research article, we explore the latest scientific findings on climate change and global warming and investigate their impact on the environment, society, and the economy. We also examine the semiotic analysis in the advertisement along with the effects of global warming, such as reducing greenhouse gas emissions, developing alternative energy sources, and implementing sustainable land-use practices. Our goal is to contribute to the growing body of

knowledge on climate change and provide insights that can inform decision-making at local, national, and international levels.

Furthermore, the research will assess the various strategies that can be adopted to mitigate the effects of climate change. This will include both adaptation and mitigation measures, such as the development of renewable energy sources, changes in land use, and the implementation of policies to reduce greenhouse gas emissions. The research will also evaluate the challenges associated with implementing these strategies, including political, social, and economic barriers. Overall, this research article seeks to provide a comprehensive understanding of the causes and impacts of climate change and global warming, as well as the potential strategies for mitigating their effects. By providing a thorough analysis of this critical issue, this research aims

## II. LITERATURE REVIEW

The topic of global warming has been extensively studied in recent years, with a focus on the impact of human activities on the environment. One of the most significant effects of global warming is the melting of ice caps and glaciers, which can lead to rising sea levels and other environmental changes. The advertising industry, on the other hand, has been consistently using various semiotic techniques to convey messages to the masses, and ice cream advertisements are no exception. Studies have shown that the use of semiotics in advertising is effective in shaping consumer behavior and attitudes towards products. Semiotics is the study of symbols and signs and how they are used to communicate meaning. In the context of advertising, semiotics can be used to analyze the meaning behind the symbols used in advertisements and how they influence consumers.

In the context of global warming, researchers have examined the role of advertising and marketing in shaping consumer behavior. One study by Nordfält and Öhman (2019) analyzed the use of environmental symbols in advertising and found that while companies often use environmental symbols to create a sense of responsibility and sustainability, they may not actually be implementing sustainable practices in their operations. However, there is a lack of research on how ice cream advertisements use semiotic techniques to convey messages about global warming and environmental issues. A study by Lai and Toh (2018) analyzed the use of semiotics in ice cream advertisements in Singapore and found that the use of environmental symbols was not significant in the ads. Instead, the advertisements used cultural symbols such as national icons and festivities to appeal to consumers.

The article by Siegert et al. (2019) titled "The Antarctic Peninsula under a 1.5 C global warming scenario" provides a comprehensive review of the impact of global warming on the Antarctic Peninsula. The article begins with an overview of the current understanding of global warming and the impact it is having on the planet. The authors then focus on the Antarctic Peninsula, which has seen some of the most significant warming in recent years. The article provides a detailed analysis of the impact of global warming on the Antarctic Peninsula's ice shelves, which are crucial to maintaining the continent's stability. The authors discuss the potential consequences of ice shelf collapse, such as sea level rise and changes in ocean circulation. They also highlight the importance of understanding the dynamics of ice shelves in order to make accurate predictions about future changes. The article concludes with a discussion of the challenges of mitigating the impact of global warming on the Antarctic Peninsula. The authors note that reducing greenhouse gas emissions is crucial to limiting the extent of global warming. However, they also highlight the need for adaptation measures to help protect vulnerable communities and ecosystems. The authors conclude by emphasizing the importance of continued research in understanding the impact of global warming on the Antarctic Peninsula. In conclusion, while there has been significant research on the impact of human activities on global warming, there is a lack of research on how ice cream advertisements use semiotics to convey messages about environmental issues. Understanding the role of advertising and marketing in shaping consumer behavior is crucial in addressing global warming and promoting sustainable practices. Therefore, this research article aims to explore the use of semiotics in ice cream advertisements and how it relates to global warming and environmental issues.

## III. RESEARCH QUESTIONS

- What are the insights of semiotic codes in the selected advertisement?
- How are Saussure and Barthes's theory of sign language bring out visual and verbal ambiguations?
- How does the image/content depict creates awareness about global warming through the selected advertisement?

## IV. RESEARCH OBJECTIVES

The objective of the study is to explore semiotic sign language in the selected advertisement. Also, to observe the visual and verbal ambiguations present in the Kwaliti

walls Ice cream advertisement. Further it illustrate the awareness that creates about global warming and environmental issues from the select advertisement.

**V. SIGNIFICANCE OF THE STUDY**

The current study explores Saussure and Barthes’s sign language as semiotics representing signifiers and signified depicted from the selected advertisement. These semiotic codes map their way to reach the audience to get familiar with knowing the nuances and create awareness for the readers. The advantage of knowing the sign language system is that each advertisement has several creative meanings from a symbolic representation. The commoner will be aware of the global warming issues that are destroying our planet. We are the cause for this and should be cautious while we witness these global changes. Additionally, it is effective for the reader to know the global warming issue in the terrestrial environment of our planet. These advertisements creating awareness will embark on the impact and be cautious in the minds of readers to save our planet Mother “Earth”.

**VI. ANALYTICAL FRAMEWORK**

The current study is qualitative research using the semiotic analysis that can be further tuned into the methodology of descriptive content analysis which helps to discover the symbolic or the semiotic sense of meanings showcased in terms of signs, symbols, taglines, captions, color, background color, any design or logo embossed on the background. The present study uses a semiotic analysis approach to analyze and provide meanings to symbols contained in a frame of message or text symbols (Kahanna,2023). This is used to understand the meaning contained in the image and the caption depicted in the selected advertisement for creating awareness of global warming. The theories of Saussure and Roland Barthes in the sign language system. The projected theory discussed in the study attempts to explain, investigate, and analyze the hidden meanings of each sign and symbol used in the selected advertisement. The Qualitative approaches are usually used for finding out the hidden meaning of a social phenomenon, to understand social awareness (Kahanna,2023). It is broadly predicated on the verbal and visual ambiguations that play a major role in understanding the denotative and connotative meanings portrayed in the advertisement.

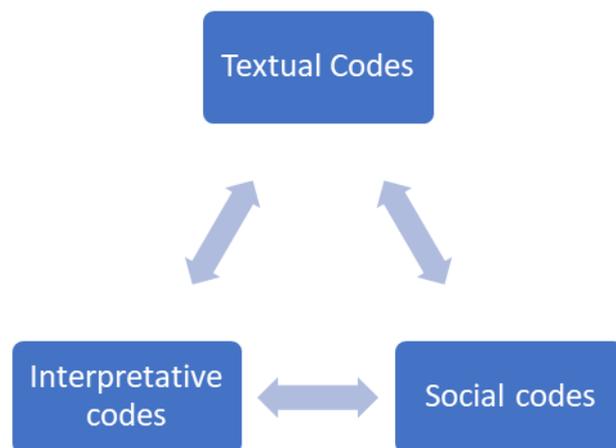


Fig. 1 Semiotic Codes (Chandler,2007)

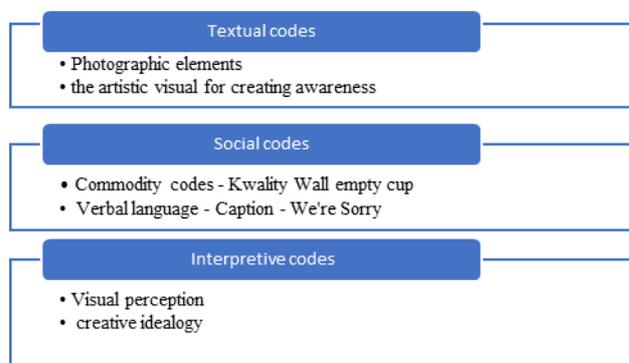


Fig. 2 Semiotic Codes (Chandler,2007)

The Background color – Brown

Brown is a color that shows up in logos, banner images, and sometimes even text or the caption due to its contrast with white text. This color seems nature’s color, Earth, wood and other elements of everyday life. It is associated with a fall. In nature, Brown color coincides with a wide variety of colors, flora and fauna, attesting to its versatility. Brown is also replaced with black to insist the warmer tones.

Significance of brown in the advertisement:

The selected advertisement is designed to create awareness about global warming. The reason for the choice of brown color has several meanings in depth. In the advertising and marketing field, this color is commonly used for natural products and food. This brown color has hex code #964B00 and it is monochromatic (designs.ai, 2022). There are different shades of brown and each one has its own purpose and meaning. The brown color has a tendency to stimulate the appetite which is the desire or urge for food carvings which correlates with the selected advertisement since people of all ages like to have ice

cream. The same way commoner has to have the urge to stop or prevent global warming. The color also has several meanings including fall, flora and fauna which connects nature where there is a necessity to safeguard our environment. The meaning of fall here refers to the Antarctic ice sheets are melting down faster which represents a signifier. It also signifies the warmer tones which in the present context refers to the Antarctic region getting warmer by 1.5 degree Celsius from the last decade. Some of the negative aspects of the brown color such as sadness, poor, cheap, and predictable links with the planet facing global issues, there is a prediction happening about global warming where the Antarctic and Greenland region ice sheets keep melting since the temperature gets warmer 1.5 – 2.0 degrees Celsius threshold. The Greenland and Antarctic ice sheets will continue to lose mass this century, when it is compared to those of last decade, this decade it will be losing its mass tendency.

#### Impact of Global Warming and Climate Change:

Antarctic Peninsula has been experiencing temperature increases of 3 degrees Celsius in the last decade. Although we might not witness or the difference doesn't seem much bothering us, it is actually 5 times more than the rate of global warming by the Intergovernmental Panel on Climate Change IPCC (discoveringantarctic.uk,2018). Over the past 30 years, the western part of the Antarctic Peninsula has been one of the warming parts of the planet. This warming is not only limited to land but can also be witnessed in the Southern Ocean. The upper ocean temperatures to the west of the Antarctic Peninsula have increased by over 1 degree Celsius since 1975. It is found in a recent study that the Antarctic circumpolar current is warming up more rapidly than the Global Ocean. The scientists' study states that climate change in the Antarctic is important because they predict more accurately future climate change that would be adverse. The warming of the Antarctic Peninsula tends that cause changes to the physical and living environment of the surroundings. This climate change has disturbed the distribution of Penguin colonies and the ice conditions keep changing and warmer than before. There have been large Ice cover changes that occurred in the Antarctic peninsula. Many ice sheets, glaciers, and Ice shelves have been observed to retreat in the past few decades and many have collapsed completely (discoveringantarctic.uk,2018).

Ice shelves are some of the floating extensions of the ice sheet in the Antarctic region. One of the largest ice shelves, the Ronne Filchner covers an area similar to Spain (discoveringantarctic.uk,2016). Every summer an amount of water melts from ice shelves is produced which will weaken and retreat the Ice shelves. As the Antarctic region climate is getting warmer by 3 degree Celsius, hence the

Ice shelves and Ice sheets are now retreating and in a weakening state. Since the 1950's there is a loss of 25,000 km of Ice shelf (discoveringantarctic.uk,2016).



Fig.1 Wall's Ice Cream Global Warming Ads. Retrieved from <https://www.behance.net/gallery/1682308/Walls-Ice-Cream-Global-Warming-Ads>

## VII. ANALYSIS OF THE ADVERTISEMENT

The Kwality Walls ice cream advertisement that features an empty ice cream cup with the message "When the ice melts, we're left with nothing" is an effective way to create global awareness of global warming. The advertisement effectively communicates the impact of global warming on ice cream lovers by using a relatable product that people enjoy. The message in the advertisement is straightforward and easy to understand. The semiotic codes such as text codes are represented in the captions and taglines of the ice cream advertisement. The textual code associated with the caption of the ice cream advertisement is "We're sorry" which is in bolded text, 'there will be a global shortage of Ice cream due to global warming'. From figure 1, the use of the empty ice cream cup symbolizes the idea that without ice, there can be no ice cream. The image of the empty cup is simple but powerful and has the sign language signified and also social codes of the semiotic codes, conveying the message that global warming can have a significant impact on things that people take for granted. The advertisement's use of color is also effective in creating an emotional response from the viewer. The white color scheme of the cup and the background brown represent the surroundings that are destroying due to global warming, while the tagline "We're sorry" text draws attention to the seriousness of the message. In addition to using a relatable

product and impactful visuals, the advertisement's message is timely and relevant. The issue of global warming is a pressing concern, and the advertisement helps to raise awareness of the issue in a creative way. The advertisement also showcases the caption "stop global warming if you love ice cream" which creates a huge impact for the reader just in case there are no possibilities to have a cup of ice cream for future generations.

Overall, the Kwality Walls ice cream advertisement that features an empty ice cream cup is a powerful tool for creating global awareness of global warming. It effectively communicates the impact of global warming on ice cream lovers and uses a relatable product and impactful visuals to convey its message. The advertisement is timely, and relevant, and helps to raise awareness of the issue in a creative way.

### VIII. CONCLUSION

In conclusion, the Kwality Walls ice cream advertisement that features an empty ice cream cup is an effective example of how semiotics can be used in advertising to create global awareness for important issues like global warming. The advertisement effectively communicates the impact of global warming on ice cream lovers by using a relatable product and impactful visuals that draw attention to the seriousness of the issue. Semiotics, the study of signs and symbols and their meanings, is used in the advertisement to convey a powerful message through the use of simple, yet impactful visuals. The empty ice cream cup symbolizes the impact of global warming on things that people take for granted.

The advertisement's message is timely, relevant, and helps to raise awareness of the issue in a creative way. By using semiotics to convey a powerful message, the advertisement effectively communicates the impact of global warming on a relatable product and helps to generate interest and action on the issue. Overall, the Kwality Walls ice cream advertisement that features an empty ice cream cup is an excellent example of how semiotics can be used to create impactful advertising that raises awareness of important issues like global warming. The advertisement provides a great model for how companies and organizations can use advertising to educate and engage the public on crucial global issues.

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