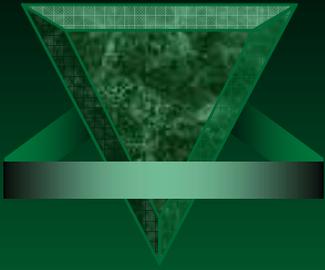




PARADISE
DOES NOT SMELL OF
JAM OF FLOWERS

Mony Almalech



Picture 1

**Свеж аромат на зелени плодове
и отлична антибактериална
защита?**

Вдъхнете свежия аромат на новия *Safeguard Fruity* и ще се изненадате приятно – вече има сапун, който освен, че Ви дава отлична антибактериална защита на тялото, Ви обгръща с чудесен аромат на зелени плодове. Свежест от овощната градина и защита от бактерии за цялото семейство.

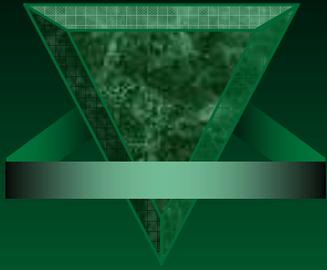
НОВО

**Само
Safeguard
Fruity
Ви дава
и двете!**

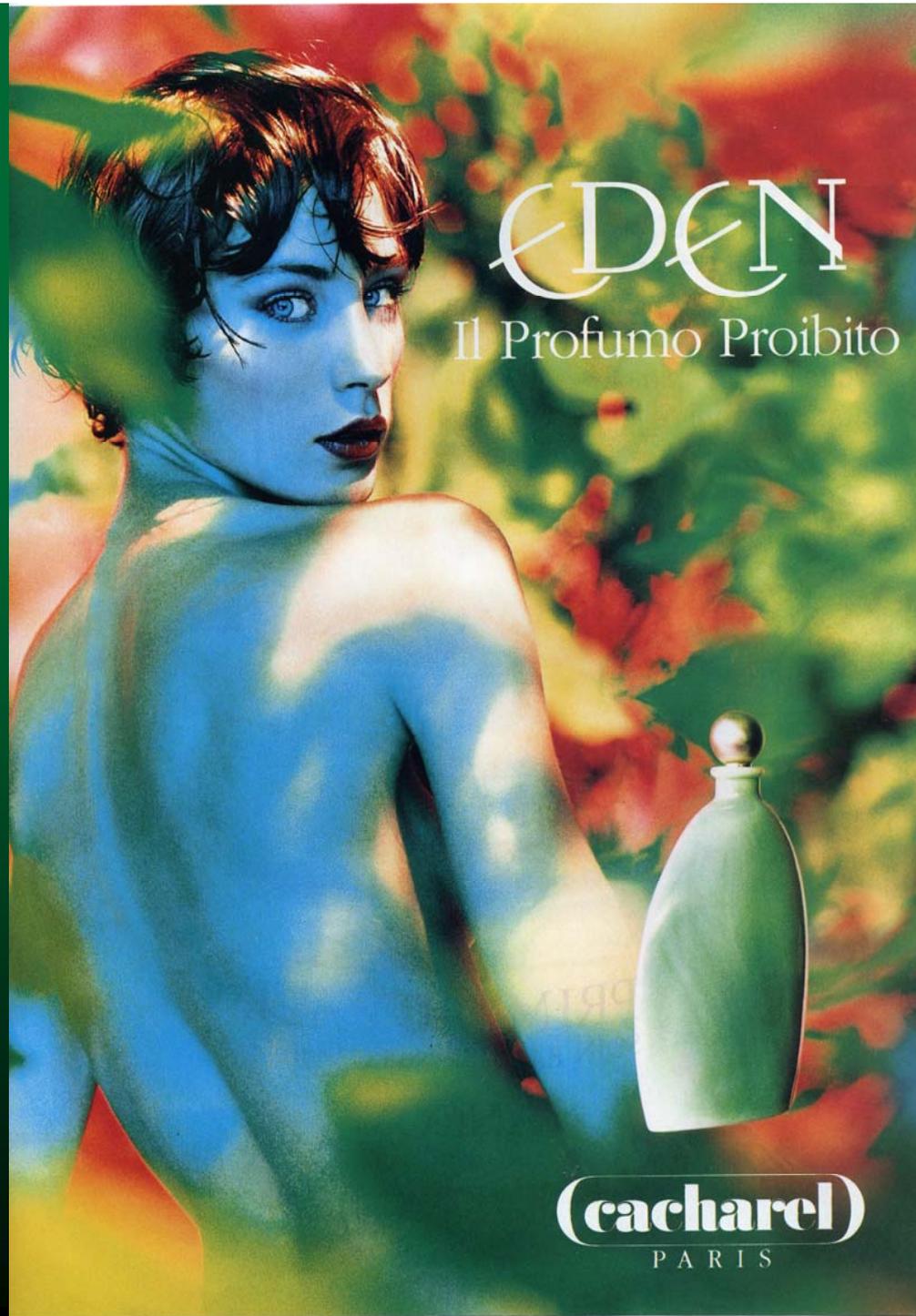


Safeguard
FRUITY
Antibacterial Soap

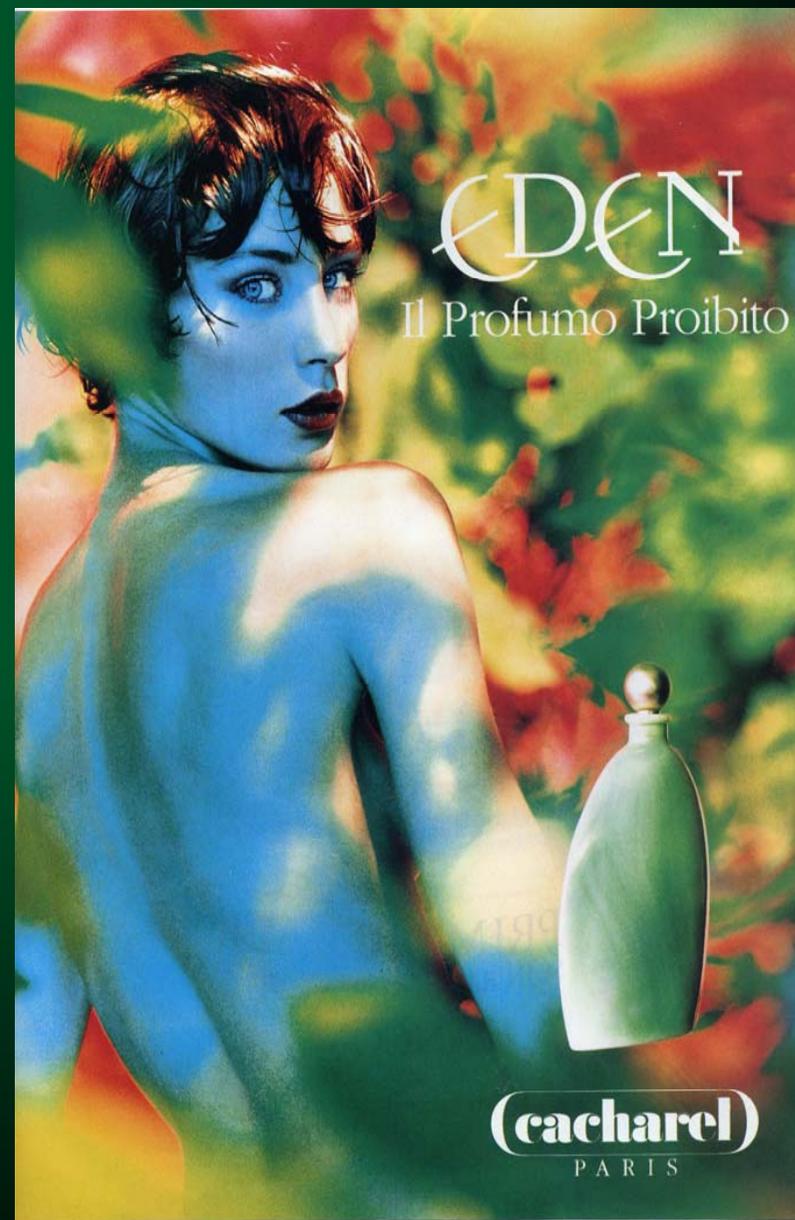
Safeguard се препоръчва от българските здравни власти.



Picture 2



EDEN -
IL
PROFUMO
PROIBITO



SURFACE LEVEL:

- On surface level it is clear that here we have two cosmetic products where the smell, the fragrance is a central feature of the products.
- On surface level there is a straight connection / pretention that the soap and the perfume are part of the paradise.



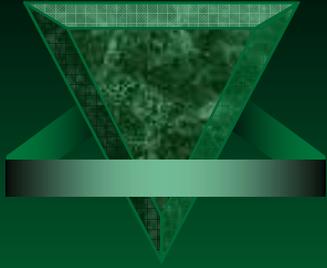
SURFACE LEVEL:

- In case of the soap the connection to the paradise is presented by the green apples and the naked woman. At the same time the Surface level here is a presentation of a “bath situation” – a white towel, a naked human`s body and the idea of the fragrance of the soap – green apples.



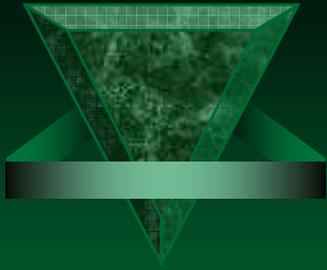
SURFACE LEVEL:

- In case of the soap there is a message in Bulgarian language with white capital letters: „**СВЕЖ АРОМАТ НА ЗЕЛЕНИ ПЛОДОВЕ И ОТЛИЧНА АНТИБАКТЕРИАЛНА ЗАЩИТА? ... САМО SAFEGUARD FRUITY ВИ ДАВА И ДВЕТЕ!**” (“Fresh fragrance of green fruits and excellent anti-bacterial protection? ... Only Safeguard Fruity gives you both!”) The first sentence has a question mark (?). The second sentence has an exclamation mark (!).



SURFACE LEVEL:

- In the case of the perfume the same connection is presented by few components & the dominating name of the of the cosmetic series – Eden, the name-definition of a perfume - the **Forbidden Perfume (Il Profumo Proibito)**, a naked woman, and the multicolor presentation of the light.



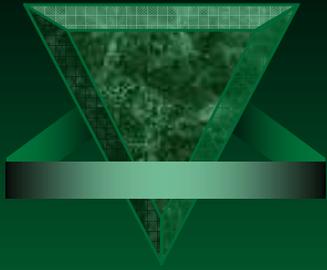
DECODING

- For decoding the suggestions of the pictures we should know what the meanings of the apple as a symbol, the meanings of green and white, and the existing signs of femininity are.



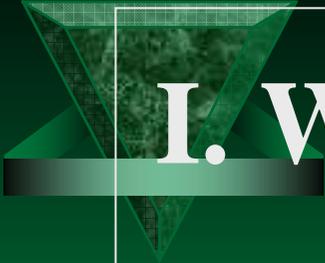
DECODING DEEP LEVEL

- **WHAT IS THE APPLE AS A SYMBOL?**
 - **WHAT ARE THE MEANINGS OF GREEN?**
 - **WHAT ARE MEANINGS OF WHITE?**
(WHITE TOWEL AROUND HER WAIST)
 - **SYNONYMY BETWEEN WHITE AND GREEN?**



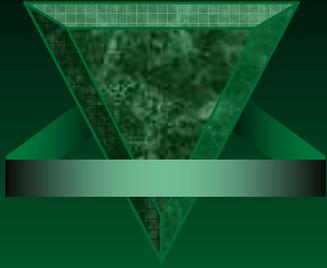
DEEP LEVEL:

- **Both adds use act upon our subconsciousness: the Paradise, called Eden.**
- **We can try to decode the meanings in the adds by archetype notions and images, by monotheistic mythology and universal notions and images.**



I. WHAT IS THE APPLE AS A SYMBOL?

- **THE APPLE IS A ROUND OBJECT.**
- **IS THE APPLE THE FRUIT OF THE TREE OF KNOWLEDGE?**
- **WHAT IS THE SYMBOLIC MEANING OF GREEN APPLE? GREEN APPLES AS A BALKAN SYMBOL. THE “GOLDEN APPLE”.**
- **WHAT IS THE KABBALISTIC MEANING OF THE APPLE?**

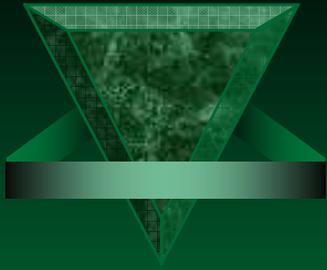


II. WHAT ARE THE MEANINGS OF GREEN?

- ✓ PROTOTYPES AND WORD-ASSOCIATIONS
- ✓ RELIGIOUS AND RELIGIOUS-MYSTIC MEANINGS OF GREEN

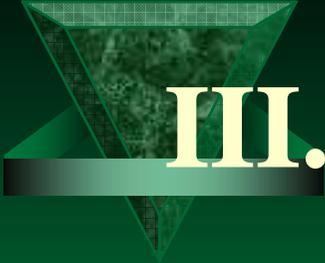
Green apple is a compound symbol

- The meanings of the color green and the apple by themselves correspond in a synonymous way.
- **The synonymous meanings are:** 'life', 'alive', 'salvation' and 'bringing divine life', 'freshness', 'fertility', 'productivity', 'regenerativeness', 'hope', 'cheerfulness / liveliness', 'inexperience', 'health', 'success', 'luck', 'space / expanse', 'calm', 'calmness', 'breadth / borderness', 'joy / gladness', 'delight / glad / joyful / joyous'.



III. WHITE TOWELL AROUND HER WAIST

- ✓ The white sheet/towel around her waist shows that the woman at the picture represents an 'Eve case', but not a 'woman case', i.e. this is a picture of woman who knows the feeling of shame, which means
- ✓ the case is after the primeordial sin.



III.1. MEANINGS OF WHITE

- ▼ The meanings of white, associative, ritual and mystical are synonymous at the point of 'clean', 'pure', 'immaculate' as meanings.



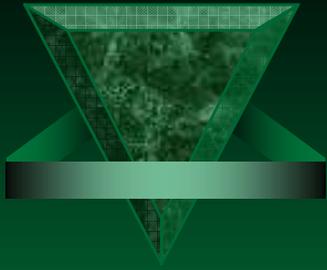
IV. SYNONYMY BETWEEN WHITE AND GREEN

- ✔ Synonymy between white and green is observed at the norm of associations.
- ✔ The responses 'health', 'nice/pleasant', 'fresh', 'success', 'fragile', 'good', 'life' are given to both stimulus - white and green.
- ✔ These responses can be used as meanings of the colors.



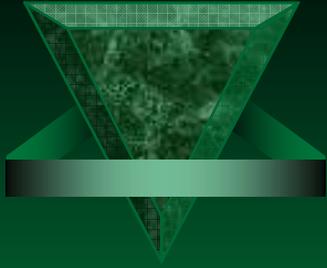
V. SIGNS OF FEMININITY

- ✓ The femininity should not be understood as the external biological features of the female part of the mankind.
- ✓ As for the overwhelming mass of the external signs by means of which we differentiate women from men, they are *cultural* since they vary across geocultural space and over historical time.
- ✓ This much larger and more variegated set of signs may therefore be analytically distinguished from signs of femaleness and will be referred to here as signs of femininity.” (Sasha Weitman, Ms.)



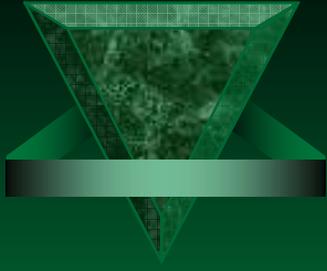
SIGNS OF FEMININITY

- ✓ BIOLOGICAL: softness; tenderness; sweetness; delicate ankles; delicate wrists; delicate neck; sweetness; elbow salute; wasp waist; expressiveness; raunchness (not obligatory); impishness (not obligatory); vulnerability (not obligatory); petitness (not obligatory)



SIGNS OF FEMININITY

- ✓ ARTEFACTUAL:
- ✓ decoltee; high heeled shoes



SIGNS OF FEMININITY

✓ BEHAVIORAL:

- ✓ vulnerability; impishness; naughtiness; exhibitionism; breast manifestation; shoulder-bunching; bashful knee bend; high-spiritedness; self-belittlement; raunchness; sex cover up; sex display; sex demureness; related stance; ear display.



Picture № 1 represents a case where all the positive meanings of green, white and of the symbol of an apple are signed over the signs of femininity.



VI. PARADISE DOES NOT SMELL OF JAM OF FLOWERS - PICTURE № 2

- If we had tested the fragrance of cosmetic products named with the Hebrew word for paradise - *Eden* - we shall find the strong flower sweetens the fragrance. What remains is wonder or disappointment - Does Paradise have such fragrance? For sure – It does not.





The signs of femininity in picture 2

- ✓ The signs of femininity recognised here are: 'delicate neck', 'wasp waist', 'modesty', 'elbow salute', 'demureness', 'sex display', 'sex cover up', 'related stance', 'shoulder bunching', 'softness', 'tenderness', 'sweetness', 'high-spiritedness'.



EDEN - EDEM - SIGNS OF FEMININITY AND BULGARIAN STUDENTS

- This list of signs of femininity was recognised and mentioned by a group of students, 6th semester, bachelor degree, at their essays in the course *Color and Advertisement* at the Department for Advertisement and Marketing, New Bulgarian University.



EDEN - EDEM - SIGNS OF FEMININITY AND BULGARIAN STUDENTS

- In Greek, Bulgarian and Russian Bibles Paradise is still translated as the garden of **Edem**.
- **Edem** is a wrong transcription of the Hebrew word עֵדֶן [èden].
- **Edem** appeared first in Septuaginta.
- The product named **Eden** restores the correct name of Paradise.



EDEN - EDEM - SIGNS OF FEMININITY AND BULGARIAN STUDENTS

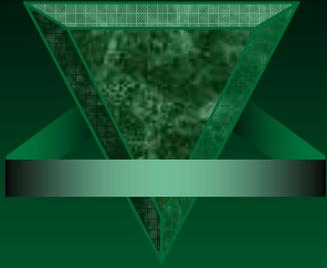
- The plot and the concrete realisation of picture № 2 caused the students to identify *Eden* one-to-one as Paradise, despite the routine use in Bulgarian language of the form *Edem* as it stands for Paradise in the literary and canonical translation of the Bible.



Primeordial woman before the primeordial sin

- ✿ Usually the student, focused at the color language and the signs of femininity, forget to mention that all these signs of femininity are subordinate to 'purity', 'virginity', 'immaculacy' of the primeordial woman before the primeordial sin.

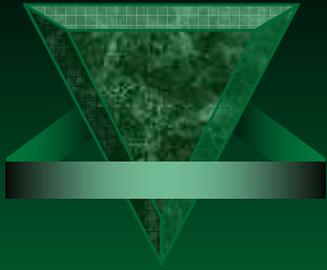




Hollywood kitsch?

Finally, we should decide: “Does this picture show ’raunchness’ of the primeordial woman?”

If we decide - “Yes, it does.” - the whole ad will become a comic Hollywood kitsch.



CONCLUSION

The straight target of the advertisement is the spiritual areas of the human consciousness and subconsciousness, but not the pocket of people.