



Identification of Myths: A Comparative Semiotic Analysis of 1994 and 2021 Cadbury Advertisements using Ronald Barthes' Semiotic Theory

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Abstract:

The new Cadbury chocolate role-reversal advertisement, which was launched on September 17, 2021, is an imitation of a three-decade-old campaign for the same company, with the characters' gender roles switched around this time. The researchers conduct a comparative analysis of both advertisements using Ronald Barthes' semiotic theory to find out which symbols have been embedded in the audio-visual text of the ad films to mimic the contemporary socio-cultural state of India. The important visual and verbal indicators that carry social meanings have been identified through the interpretative qualitative analysis of signifier and signified. The findings conclude that, in contrast to the previous advertisement, which depicted gender roles in traditional socio-cultural contexts in India, the new advertisement promotes equality and celebrates female empowerment, shattering preconceived notions about gender.

Keywords: Cadbury ad, semiotic analysis, Roland Barthes, role reversal, gender equality.

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