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Lambiase (2003)

Reinchert

19

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20 pinups

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F. Saussure, C. Pierce R. Barthes.

Saussure, Pierce

Barthes *Rhetoric of the*

*Image*

R. Barthes,  
2008,

Tom Ford.





	.....	iv
	.....	vii
	.....	viii
	.....	x
1	.....	1
2	.....	3
3	.....	10
3.1	.....	10
3.2	.....	11
3.3	, .....	12
3.4	.....	14
4	.....	16
4.1	.....	16
4.2	.....	19
4.3	.....	22
5	.....	25
	.....	27

1:	Pearl (1871).	
(Reinchert, 2003).....		3
2:	R&G Corsets (1898).	
(Reichert & Lambiase, 2003).....		4
3:	R&G Corsets (1903).	
(Reichert, . . .).....		4
4:	Rockford Varnish Company	
(1930). (Reinchert, . . .).....		5
5:	Woodbury's	
(1915). (Magazine Art Gallery Administrator, 2009).....		5
6:	Coca Cola (1956).	
Gil Elvgren (Pincas & Loiseau, 2008).....		6
7:	TBWA,	
Wonderbra (1994). (Prime Minister, 2011).....		7
8:	Maidenform (1949-1969).	
(Reinchert, . . .).....		7
9:	Calvin Klein,	
(1981). (Reichert, . . .).....		8
10:	Jockey, Jim Palmer (1976).	
(Kenosha, 2009).....		8
11:	Panzani (1964). (Barthes,	
1980).....		13
12:	Tom Ford (2008).	
Terry Richardson (Spring/Summer, . . .).....		16
13:	Tom Ford (2008).	
Terry Richardson (Spring/Summer, . . .).....		16

14:	Tom Ford (2008).	
Terry Richardson (Spring/Summer, . . .)		17
15:	Tom Ford (2008).	
Terry Richardson (Spring/Summer, . . .)		17
16:	Tom Ford (2008).	
Terry Richardson (Spring/Summer, . . .)		19
17:	Tom Ford (2008).	
Terry Richardson (Spring/Summer, . . .)		20
18:	Tom Ford (2008).	
Terry Richardson (Spring/Summer, . . .)		22
19:	Tom Ford (2008).	
Terry Richardson (Spring/Summer, . . .)		22
20:	Tom Ford (2008).	
Terry Richardson (Spring/Summer, . . .)		23

advertere,

(Danesi 2004).

2007).

Reichert (2003)

2008,



(Berger, 2003).

Lambiase (2003)

; Reichert

(Reinchart & Lambiase, 2003).





(Reinchert, 2003).

1:

Pearl (1871).

(Reinchert, 2003)

Loiseau, 2006).

(Pincas &





2:  
R & G Corsets (1898).  
(Reichert & Lambiase, 2003)

øR & G Corset Companyö ( . 2)

øThe Ladiesø Home Journalö



3:  
R & G Corsets (1903).  
(Reichert, . .) Loiseau, 2006).

( . 3) (Reinchert, 2003·Reinchert & Lambiase, 2003).

(Pincas &

Woodburyø.

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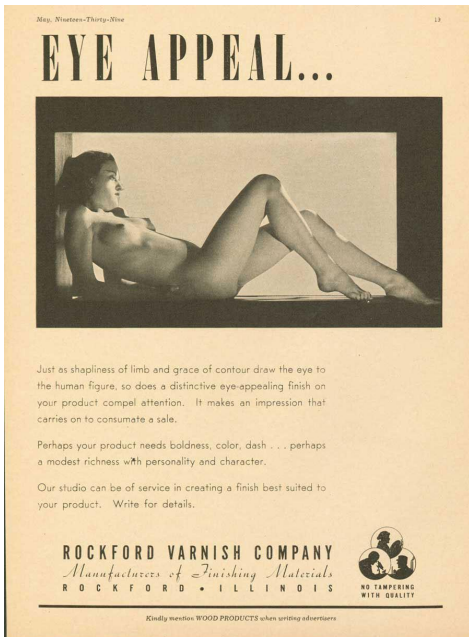


5:

Woodbury's (1915).

(Magazine

Art Gallery Administrator, 2009)



4:

Rockford Varnish Company

(1930).

(Reinchert, . .)

(Reinchert, 2003· Reinchert & Lambiase, 2003).

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(Pincas

& Loiseau, 2006).

Rockford Varnish.

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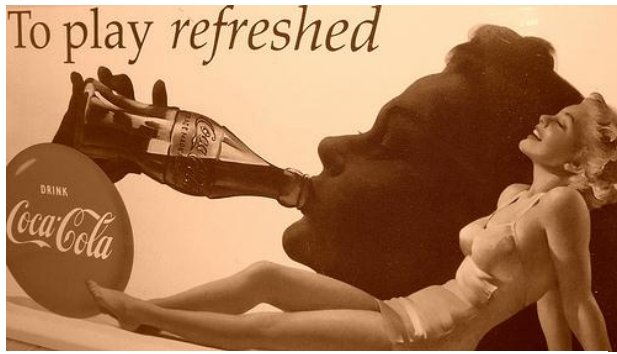
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(Reinchert, 2003·

Reinchert & Lambiase, 2003).



6:  
Cola (1956).  
(Pincas & Loiseau, 2008)

Coca  
Gil Elvgren

Playboy,  
1953 (Pincas & Loiseau, 2006).    1940  
1943,  
1948,  
playboy,

(    ),    pin-up

(Reinchert & Lambiase, 2003).

1948,    Coca Cola,

-    Coca Cola  
Gil Elvgren-

-Pin-Upsø

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Coca Cola

Coca Cola,

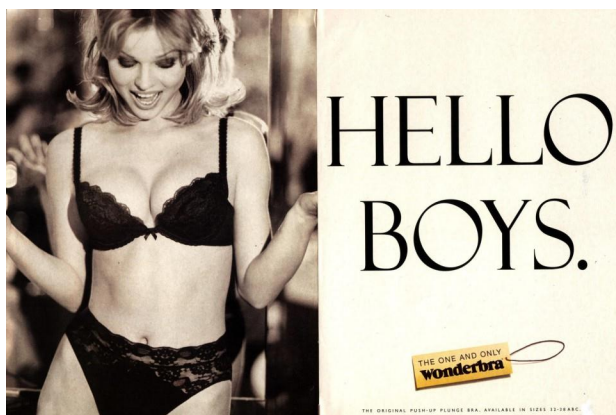
(Pincas & Loiseau, 2006).



8: Maidenform (1949-1969).  
(Reinchert, . .)

Maidenform.

7). I dreamed I \_\_\_ in my Maidenform bra ( Maidenform ) (Reinchert & Lambiase, 2003).

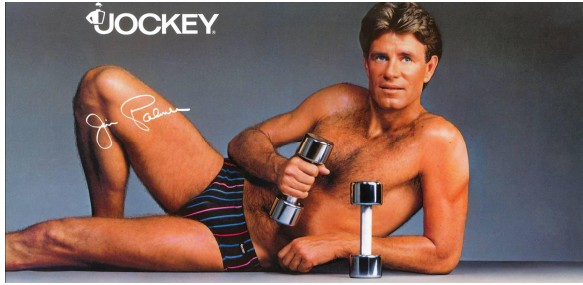


7: Wonderbra (1994).  
TBWA,

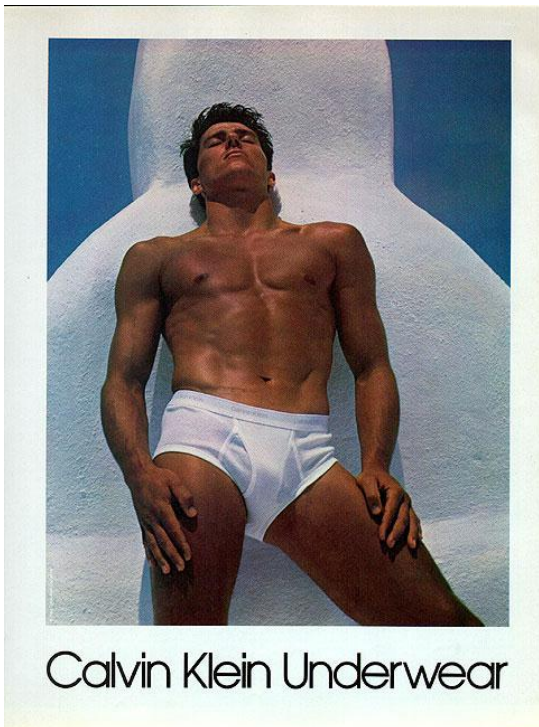
(Prime Minister, 2011)

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50 60  
 Secret.  
 "Hello Boys"



9: Jockey, Jim Palmer (1976). (Kenosha, 2009)



10: Calvin Klein, (1981). (Reichert, . .)

Maidenform  
 Calvin Klein billboards Victoria's  
 wonderbra 1992 Eva Herzigova  
 ) ( . 8) (Reichert, 2003).

Calvin  
 Klein,  
 1983.

Jockey  
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, (Reinchert, 2003).

Klein

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Calvin Klein

(Reinchert, 2003).

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#### 3.1

Ferdinand De Saussure

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(Cobley & Jansz, 2007).

( , 2010).

Charles Sanders Pierce

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(Crow, 2003).

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Barthes, Saussure,  
Barthes

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Saussure

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(Crow, 2003).

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**3.2**

(Crow, 2003).

Barthes (2007)

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“Rhetoric of the Image” (1964), Barthes

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(Cobley & Jansz,

2007).



9:  
 Panzani (1964). (Barthes, 1980)

Panzani, (Barthes, 1980).

Barthes (1980)

(Cobley & Jansz 2007).

(2001).

### 3.4

Ronald Barthes

(Barthes 1972).

Barthes

(Crow, 2003).

Barthes, *Mythologies* 1957,

Barthes

(Beasley & Danesi 2002).

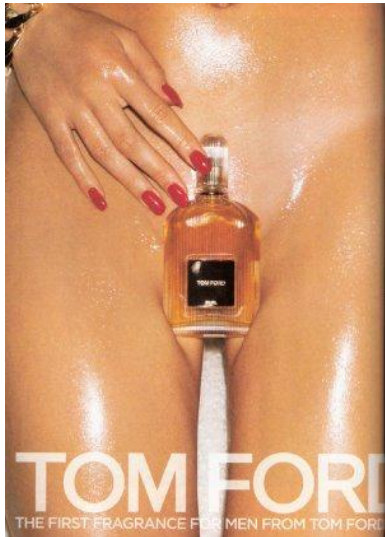
(MacRury 2009).

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(Bignell, 2002).

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4.1



10:

Tom Ford  
 (2008). Terry  
 Richardson (Spring/Summer, . .)



11:

Tom Ford  
 (2008). Terry  
 Richardson (Spring/Summer, . .)

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 Barthes  
*Rhetoric of the Image* (1964),

, Tom Ford for Men

Tom Ford for Men

( 12,13,14,15)

Tom Ford for Men,

Terry Richardson.

2008,

Ford For Men.

Tom

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(Bignell, 2002).

(Mann, 2007),



13:

Tom Ford (2008).  
Terry Richardson

(Spring/Summer, . .)

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Tom Ford (2008).  
Terry Richardson

(Spring/Summer, . .)

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## 4.2

2008,

Terry Richardson.



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Tom Ford (2008).

Terry Richardson

(Spring/Summer, . .)





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Terry Richardson (Spring/Summer, . .)

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Leis Kline Sut (1986)

*Sosial Communication in Advertising: Persons, Products and Images of well-*

*being*

Jerry Goodis : ÷

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(Freud, 1999).

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Tom Ford 2008,

Terry Richardson.



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Ford (2008).  
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Terry Richardson



17:  
(2008).  
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Tom Ford  
Terry Richardson (Spring/Summer,  
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18:

Tom Ford (2008).

Terry Richardson (Spring/Summer, . .)

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O'Guinn (2003),

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Tom Ford Beats, 2008),

(Melhuish, 2009).

(Reichert,

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