

This Own The Throne Perfume by Katy Perry Advert shows the iconic sign Katy herself (a famous musician and personality) as the beautiful woman she is in a very grand room sat on the side of a throne that has fallen over. It also denotes her holding a golden sceptre with a jewel studded crown on her head and a crown on the floor. The underlying Myth relies on knowledge of Kings, Queens and Royalty then can imply if you own this perfume you can be the most important, powerful, beautiful, wealthy, dangerous person in the room. It also relies on you visually linking her patent leather boots and stockings with bondage which in turn indicates dominance and control.

The cultural assumptions (Myth) we can jump to is that she is now the leader and the most important person in the country as she has over thown the King (we'll forget that she would be arrested for murder for the purposes of the connotation).

The Connotation shows she has killed the King (The perfume is called Killer Queen) so she is now the most important person in the room. The assumption of a portrait in the background has been covered with a curtain so Katy's face is now the only one we can see.

The colour of her Short red dress shows wealth and sexiness. The fur around her neck shows wealth and symbolises colours worn by kings and queens. The gold in the room denotes wealth. The lack of colour on the floor pulls your attention straight to the Icon. The colour of the perfume bottle at the top of the sceptre is the same colour as her lips and her dress creating a triangulation to again pull your focus towards the icon, her painted lips and perfume bottle. I wonder if the perfume being the slightly brighter red and the highest object in the Foreground is a clever way to make the perfume the most important thing in the room. The perfume bottle also has a crown so really, the perfume could be Katy's and Our new Kingor Queen.

We too can be powerful, important, dominant and sexy if we buy Killer Queen perfume. We want to be like her, Without this cultural envy adverts like this wouldn't work. If we could just own this perfume then our lives would be better. Our culture has shifted over time from the "Having to Appearing" to have. We want what we see and we want others to know that we have it. In this culture it promotes fear of inadequacies if we don't own what we are presented with. Sadly, as a society we feel consumption makes us desirable.

Bibliography

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