

The goal of this paper is to explore a visuality of sweetness. It is social construct with a sentimental meaning and it is used by marketing communication. We suppose that our phenomena is not build up on connotation such as a taste of sensation how it could be assumed. It is build by a sentimental meaning. For a verification we establish conditions which have to be proved by a representation to be labeled as the visuality of sweetness. The selected phenomena is close to Barthes's theory of myth as a secondary semiotic system. That is the reason why we need to address this dilemma.

The background of an origin of the sweetness visualitation could help us understand Hackley's critical view on prism of social constructivism. Both theories could not be complete in a measure of marketing communication and a whole concept of sweetness visualisation is completed in Kress's multimodality theory. The part of the paper is empirical semiotic material which helps us to demonstrate a scale of a use of sweetness visualisation from a binary opposition to a complete use of visual sweetness in marketing communication.