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Visual Persuasion is an exploration of the uniquely visual aspects of advertising. Because of the implicit nature of visual argumentation and the relative lack of social accountability which images enjoy in comparison with words, pictures can be used to make advertising claims that would be unacceptable if spelled out verbally.

Visual Persuasion: The Role of Images in

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Advertising ...

"Visual Persuasion" is an exploration of the uniquely visual aspects of advertising. By virtue of their ability to simulate the appearance of the physical world, pictures can become surrogate objects of desire or emotions which ads subsequently associate with products.

Visual Persuasion: The Role of Images in Advertising ...

Visual persuasion is the use of graphics such as photos, illustrations and graphics, to amplify a message in order to motivate the

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receiver to act a certain way. A picture by itself is not...

What is "Visual Persuasion"?. VISUAL DESIGN has ...

Visual Persuasion is an exploration of the uniquely visual aspects of advertising. Because of the implicit nature of visual argumentation and the relative lack of social accountability whic The pictures in television commercials, magazine advertisements and other forms of advertising often convey meanings that cannot be expressed as well, or at all, through words

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In this context visuals are used to persuade the communication between viewers to analyse, discuss and interpret the impact of the image.

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SAGE Books - Visual Persuasion: The Role of Images in ...

The subtitle of the book, The Role of Images in Advertising, sets the frame of reference and constitutes the basis of Messaris's study of visual persuasion.

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The advertiser uses pathos in the advertisement by evoking emotional feelings especially from the men. To get the male side of the equation, the advertiser draws

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attention as well as interest, by the use of a striking, attractive young lady on the right side of the advertisement, in bright colors to draw attention to a bottle of whiskey that is right in the center of the page.

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