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Pictorial Metaphor In Advertising

Charles Forceville



Pictorial Metaphor In Advertising:

Pictorial Metaphor in Advertising Charles Forceville, 1996 Charles Forceville provides us with a method of detecting the metaphors which exist within pictures particularly in advertising *Pictorial Metaphor in Advertising* Charles Forceville, 1996

Pictorial Metaphor in Advertising Charles Forceville, 2002-01-22 Over the past few decades research on metaphor has focused almost exclusively on its verbal and cognitive dimensions In *Pictorial Metaphor in Advertising* Charles Forceville argues that metaphor can also occur in pictures and draws on relevant studies from various disciplines to propose a model for the identification classification and analysis of pictorial metaphors By using insights taken from a range of linguistic artistic and cognitive perspectives for example interaction and relevance theory Forceville shows not only how metaphor can occur in pictures but also provides a framework within which these pictorial metaphors can be analyzed The theoretical insights are applied to thirty advertisements and billboards of British French German and Dutch origin Apart from substantiating the claim that it makes sense to talk about pictorial metaphors the detailed analyses of the advertisements suggest how metaphor theory can be employed as a tool in media studies Context in its various manifestations plays a key role in the analyses Furthermore the results of a small scale experiment shed light on where general agreement about the meaning of a pictorial metaphor can shade over into other more idiosyncratic but equally valid interpretations The final chapter sketches the ways in which the insights gained can be used for further research

Visual Metaphor Gerard J. Steen, 2018-12-15 Metaphor has recently been reconceptualised as a fundamental part of the human conceptual system It can hence be expressed in language but also in other modalities and media of communication including gesture and body language sound and music and film and visuals In spite of this theoretical landslide however the wide range of nonverbal metaphor and its processing has neither been empirically investigated on the same scale nor with the same rigour as metaphor in language The overarching goal of this book is to report on the findings of a research program aimed at exploiting the vast cognitive linguistic and psycholinguistic expertise on metaphor in language for a new behaviourally founded approach to the structure and processes of metaphor in one of these nonverbal manifestations namely static visuals The book presents concepts and methods for the identification and analysis of metaphor in document structure as well as new approaches to the study of visual metaphor processing Its results are intended to further the development of an encompassing and robust cognitive scientific theory of metaphor by including visual metaphor while also enriching our understanding of the communicative possibilities and effects of visual metaphor in multimodal discourse

Multimodal Metaphor Charles Forceville, Eduardo Urios-Aparisi, 2009 Metaphor pervades discourse and may govern how we think and act But most studies only discuss its verbal varieties This book examines metaphors drawing on combinations of visuals language gestures sound and music Investigated texts include ad *Pictorial metaphor in advertising*, 1994

Metaphors Dead and Alive, Sleeping and Waking Cornelia Müller, 2009-10-15 Traditional thinking on metaphors has divided them

into two camps dead and alive Conventional expressions from everyday language are classified as dead while much rarer novel or poetic metaphors are alive In the 1980s new theories on the cognitive processes involved with the use of metaphor challenged these assumptions but with little empirical support Drawing on the latest research in linguistics semiotics philosophy and psychology Cornelia Müller here unveils a new approach that refutes the rigid dead alive dichotomy offering in its place a more dynamic model sleeping and waking To build this model Müller presents an overview of notions of metaphor from the classical period to the present studies in detail how metaphors function in speech text gesture and images and examines the way mixed metaphors sometimes make sense and sometimes do not This analysis leads her to conclude that metaphors may oscillate between various degrees of sleeping and waking as their status changes depending on context and intention Bridging the gap between conceptual metaphor theory and more traditional linguistic theories this book is a major advance for the field and will be vital to novices and initiates alike

Visual and Multimodal Communication

Charles Forceville, 2020-07-09 Successful communication requires optimal relevance to a target audience Relevance theory RT provides an excellent model based on this insight but the impact of the theory has until now been restricted due to an almost exclusive focus on spoken face to face communication Visual and Multimodal Communication Applying the Relevance Principle is the first book to systematically demonstrate how RT can fulfill its promise to develop into an inclusive theory of communication In this book Charles Forceville refines and adapts RT's original claims to show its applicability to static visuals and multimodal discourses in popular culture genres Using colorful examples he explains how RT can be expanded and adapted to accommodate mass communicative visual and visual plus verbal messages Forceville addresses issues such as the difference between drawing prospective addressees attention to a message and persuading them to accept it the thorny continuum from implicit to explicit information and the role of genre Case studies of pictograms advertisements cartoons and comics provide contemporary and accessible examples of the importance of genre and of how the RT model can be connected to other approaches By expanding the application of relevance theory to include mass communicative messages Visual and Multimodal Communication reintroduces a central framework of cognitive linguistics and pragmatics to a new audience and paves the way for an inclusive theory of communication

The Handbook of Organizational Rhetoric and

Communication Oyvind Ihlen, Robert L. Heath, 2018-08-14 A one stop source for scholars and advanced students who want to get the latest and best overview and discussion of how organizations use rhetoric While the disciplinary study of rhetoric is alive and well there has been curiously little specific interest in the rhetoric of organizations This book seeks to remedy that omission It presents a research collection created by the insights of leading scholars on rhetoric and organizations while discussing state of the art insights from disciplines that have and will continue to use rhetoric Beginning with an introduction to the topic The Handbook of Organizational Rhetoric and Communication offers coverage of the foundations and macro contexts of rhetoric as well as its use in organizational communication public relations marketing management and

organization theory It then looks at intellectual and moral foundations without which rhetoric could not have occurred discussing key concepts in rhetorical theory The book then goes on to analyze the processes of rhetoric and the challenges and strategies involved A section is also devoted to discussing rhetorical areas or genres namely contextual application of rhetoric and the challenges that arise such as strategic issues for management and corporate social responsibility The final part seeks to answer questions about the book's contribution to the understanding of organizational rhetoric It also examines what perspectives are lacking and what the future might hold for the study of organizational rhetoric Examines the advantages and perils of organizations that seek to project their voices in order to shape society to their benefits Contains chapters working in the tradition of rhetorical criticism that ask whether organizations rhetorical strategies have fulfilled their organizational and societal value Discusses the importance of obvious traditional nuanced and critically valued strategies such as rhetorical interaction in ways that benefit discourse Explores the potential risks paradoxes and requirements of engagement Reflects the views of a team of scholars from across the globe Features contributions from organization centered fields such as organizational communication public relations marketing management and organization theory The Handbook of Organizational Rhetoric and Communication will be an ideal resource for advanced undergraduate students graduate students and scholars studying organizational communications public relations management and rhetoric

Pictorial Metaphor in Advertising Charles Joseph Forceville,1994 *Cultural Interpretation of Pictorial Metaphor in Global Advertising Imagery* Mallory Weise,2017 As global advertising campaigns become more standardized images are often employed to appeal to target markets that span a wide variety of cultures Advertisers regularly use pictorial metaphors specifically because of their ability to cut through the clutter of other advertisements and make the brand or advertisement memorable to the consumer Previous research has shown that to interpret these complex pictorial metaphors consumers refer back to existing cultural knowledge which can vary greatly from one culture to another In light of the trend toward globalization these cultural interpretations must be better understood and considered by advertisers in order to get the intended message across This study examines key literature regarding the role of pictorial metaphor in advertising campaigns and how cultural background has an influence on how consumers interpret these types of pictorial metaphors Using qualitative focus group research this study analyzed the ways in which groups of Chinese and American consumers interpreted pictorial metaphors in advertisements which were culturally matching and in advertisements which were not Through this research it became clear that pictorial metaphor has a strong impact on a consumer's interpretation of an advertisement and that culture plays an important role in what a consumer reads into an advertisement Performing Metaphoric Creativity Across Modes and Contexts Laura Hidalgo-Downing, Blanca Kraljevic Mujic,2020-06-15 The creative potentiality of metaphor is one of the central themes in research on creativity The present volume offers a space for the interdisciplinary discussion of the relationship between metaphor and creativity by focusing on re contextualization across

modes and socio cultural contexts and on the performative dimension of creative discourse practices The volume brings together insights from Conceptual Metaphor Theory Critical Discourse approaches to metaphor and Multimodal discourse analysis Creativity as a process is explored in how it emerges in the flow of experience when talking about or reacting to creative acts such as dance painting or music and in subjects responses to advertisements in experimental studies Creativity as product is explored by analyzing the choice occurrence and patterning of creative metaphors in various types of multimodal and multisensorial discourses such as political cartoons satire films children s storybooks music and songs videos scientific discourse architectural reviews and the performance of classical Indian rasa Persuasive Imagery Linda M. Scott, Rajeev Batra, 2003-04-02 This volume synthesizes and advances existing knowledge of consumer response to visuals Representing an interdisciplinary perspective contributors include scholars from the disciplines of communication psychology and marketing The book begins with an overview section intended to situate the reader in the discourse The overview describes the state of knowledge in both academic research and actual practice and provides concrete sources for scholars to pursue Written in a non technical language this volume is divided into four sections Image and Response illustrates the difficulty encountered even in investigating the basic influences processes and effects of mere exposure to imagery Image and Word presents instances in which the line between words and pictures is blurred such as the corporate logo which is often pictorial in nature but communicates on an abstract level usually attributed to words Image and the Ad contributes to our appreciation for the exquisite variations among advertising texts and the resultant variability in response not only to different ads but among different viewers of the same ad Image and Object carries the inquiry of visual response over the bridge toward object interaction Having traveled a path that has gone from the precise working of the brain in processing visual stimuli all the way to the history of classical architecture readers of this volume will have a new respect for the complexity of human visual response and the research that is trying to explain it It will be of interest to those involved in consumer behavior consumer psychology advertising marketing and visual communication *Verbal and pictorial metaphor in advertisement* Miriam Volkmann, 2006-07-18 Seminar paper from the year 2004 in the subject English Language and Literature Studies Linguistics grade 1.0 University of Frankfurt/Main Institut für England und Amerikastudien course Verbal and pictorial metaphor in political and advertising discourse language English abstract The word metaphor has its origin in the Greek word *metaphor* a noun meaning a transfer especially in meaning from one word to another It comes ultimately from the verb *metapherein* to transfer carry over composed of *meta* over across and *pherein* to carry bear cf The Cambridge Encyclopaedia 1990 metaphor Throughout the centuries theorists have tried to define general rules for this transfer in meaning and have generally considered possible underlying mechanisms of this fascinating phenomenon The early theories dating back in history as far as Aristotle s times see metaphor as a figure of speech and therefore a language phenomenon This view remained dominant until the middle of the 20th century when cognitive linguists proposed that the locus of metaphor is not

language but thought and therefore developed a whole new approach to metaphor In the last decades some authors have also extended these findings from verbal metaphor to the realm of pictorial metaphor In the first part of this paper I will give an overview of the development of these theories I will put special emphasis on the contemporary theories of metaphor and especially those which deal with instances of so called creative metaphor I have selected those approaches which are most relevant for my analysis of a selection of press advertisements involving pictorial and verbal pictorial metaphor which follows in the second part of this paper

Metaphor and Translation Dorota Śliwa, 2019-10-16 This volume brings together the ideas put forward at an international conference on Metaphor and Translation held at the University of Toulon France in June 2017 The bilingual nature of the contributions here provides an insight into recent linguistic theories from both the English and French speaking worlds This diversified approach is further enhanced by contributors being based in a large number of countries worldwide and working on different language combinations The kinds of problem areas investigated here include a wide range of themes They cover aspects ranging from methodological and theoretical issues to specialist areas such as literature culture and the economy Whatever the theoretical approach applied the findings come up with interesting and useful conclusions as to how metaphor is translated in the types of discourse analysis proposed As a result this volume will be of interest to both scholars and students involved in metaphor studies and translation as well as to professional translators wishing to keep track of recent theories and practical issues in the field

Extended Conceptual Metaphor Theory Zoltán Kövecses, 2022-09-15 The phenomenon known as metaphor is an extremely complex mental event we cannot capture its complexity if we tie ourselves to existing standard views on metaphor This book offers fresh insight into metaphor updating an established theory conceptual metaphor theory CMT in the context of current cognitive linguistic theory and clarifying many of the issues that researchers in the study of metaphor have raised against conceptual metaphor theory Starting with an introduction to CMT the subsequent chapters set out propositions for Extended Conceptual Metaphor Theory including a discussion on whether literal language exists at all whether conceptual metaphors are both conceptual and contextual and whether they are both offline and online Providing a fresh take on a constantly developing field this study will enrich the work of researchers in areas ranging from metaphorical cognition to literary studies

Go Figure! New Directions in Advertising Rhetoric Edward F. McQuarrie, Barbara J. Phillips, 2008 Rhetorical scholarship has found rich source material in the disciplines of advertising communications research and consumer behavior Advertising considered as a kind of communication is distinguished by its focus on causing action Its goal is not simply to communicate ideas educate or persuade but to move a prospect closer to a purchase The editors of *Go Figure New Directions in Advertising Rhetoric* have been involved in developing the scholarship of advertising rhetoric for many years In this volume they have assembled the most current and authoritative new perspectives on this topic The chapter authors all present previously unpublished concepts that represent advances beyond what is already known about advertising rhetoric In the opening and closing

chapters editors Ed McQuarrie and Barbara Phillips provide an integrative view of the current state of the art in advertising rhetoric

Cognitive Linguistics: Basic Readings Dirk Geeraerts, 2008-08-22 Over the past decade Cognitive Linguistics has grown to be one of the most broadly appealing and dynamic frameworks for the study of natural language Essentially this new school of linguistics focuses on the meaning side of language linguistic form is analysed as an expression of meaning And meaning itself is not something that exists in isolation but it is integrated with the full spectrum of human experience the fact that we are embodied beings just as much as the fact that we are cultural beings Cognitive Linguistics Basic Readings brings together twelve foundational articles each of which introduces one of the basic concepts of Cognitive Linguistics like conceptual metaphor image schemas mental spaces construction grammar prototypicality and radial sets The collection features the founding fathers of Cognitive Linguistics George Lakoff Ron Langacker Len Talmy Gilles Fauconnier and Charles Fillmore together with some of the most influential younger scholars By its choice of seminal papers and leading authors Basic Readings is specifically suited for an introductory course in Cognitive Linguistics This is further supported by a general introduction to the theory and specifically the practice of Cognitive Linguistics and by trajectories for further reading that start out from the individual chapters

Metaphor and Corpus Linguistics Alice Deignan, 2005-06-09 Metaphor is a topical issue across a number of disciplines wherever researchers are concerned with how speakers and writers package and process messages This book is addressed at readers from diverse academic backgrounds who are interested in ways of researching metaphor from different perspectives and especially through corpus linguistics A number of approaches to and exploitations of metaphor including conceptual metaphor theory and cognitive approaches more generally text and spoken discourse analysis and CDA are discussed explored and critiqued using corpus data The book also includes corpus linguistic studies of different aspects of metaphor which investigate its linguistic and semantic properties and relate them to current theoretical views The book demonstrates the need for naturally occurring language data to be used in the development of metaphor theory and shows the value of corpus data and techniques in this work

Visual Persuasion Paul Messaris, 1997 Paul Messaris is an extremely thoughtful commentator on the world of visuals He has studied advertising visuals for many years and his insights are always stimulating and sometimes even controversial This book makes an important contribution to the literature in two fields visual communication and advertising I recommend it for faculty and students as well as professionals in the advertising field Sandra Moriarty Professor University of Colorado With an informal writing style and examples both thoughtful and illustrative Paul Messaris in his Visual Persuasion leads the reader through the often complex field of visual literacy related to advertising images with high style and intellect When so much information is conveyed through quickly edited and carefully controlled mass media images Visual Persuasion is a vital book toward understanding the impact on individuals cultures and society of persuasive visual messages Paul Martin Lester Ph D Author of Visual Communication with Messages A smartly reasoned and elegantly written treatment of visual argumentation authored by one

of America's most respected authorities on visual communication James Lull The pictures in TV commercials magazine ads and other forms of advertising often convey meanings that cannot be expressed as well or at all through words or music Visual Persuasion is an exploration of these unique aspects of advertising By virtue of their ability to simulate the appearance of the physical world pictures can become surrogate objects of desire or other emotions which ads subsequently associate with products By exploiting viewers' assumptions of a direct automatic connection between photography and reality images can serve as proof of advertising claims Because of the implicit nature of visual argumentation and the relative lack of social accountability that images enjoy in comparison with words pictures can be used to make advertising claims that would be unacceptable if they were spelled out verbally Using these characteristics of visual persuasion as a starting point this important book analyzes a variety of commercial political and social issue advertisements A separate chapter examines the role of pictures in cross cultural advertising Visual Persuasion is recommended for upper level undergraduate students and graduate students in communication and media studies It also contains insights that will be valuable to students in courses in cultural studies sociology anthropology and advertising

Unveiling the Magic of Words: A Report on "**Pictorial Metaphor In Advertising**"

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