The Persuasive effect of using Visual Metaphors in Advertising Design

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Abstract:
Advertising is omnipresent in our daily lives. We are exposed to hundreds or even thousands of visual persuasive messages each day. Constantly these messages attempt to persuade us to feel, believe, act, and buy. We lack the ability to process all of this information overloaded in a conscious way. Still, some of these are carefully constructed visual messages succeed in affecting our attitudes and behaviors more than others. In the field of Advertising, design images are worth more than thousand words and coming up with a new and creative advertisement is a sophisticated task for designers. Modern advertising relies heavily on visual metaphors, as images sell everything and Visual metaphors—also known as pictorial metaphor, analogical juxtaposition—are highly structured images created to capture the viewer's attention and push them to build one or more metaphorical correspondences between concepts that are depicted or cued by the image itself to highlight specific features of the product to be sold.

This paper attempts to study the persuasive role of visual metaphors as one of the persuasion techniques in advertising communication. It will discuss the crucial elements needed in visual metaphors to create clever and coherent advertisements. It also explores through the analytical study the various types of visual metaphors where the visual metaphor was the hero image of their design and how this affected the persuasion process. Major results include that when visual metaphors used in advertisements, consumers tend to acquire more positive effects and comprehend deeper meanings to unravel the complex parts of an advertisement. Visual metaphors not only have an impact on persuasion but they also have a remarkable power to make designers more creative. Visual Metaphors are effective tools to create concepts that are developed verbally and visually.

Keywords:
- Visual Metaphor
- Persuasion
- Visual Persuasion
- Visual Semiotics

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