
Aliaa Abd El Salam Turafy
Assistant Professor of Advertising, Mass Communication Department, Faculty of Alsun and Mass Communication, Misr International University.

Abstract:
Visualizing messages in advertising plays a critical role in clarifying meanings to the target audience. “Binary Opposition” is a method that can clarify meanings according to its opposite meanings. Using this method can improve advertising messages. This statement will be examined through an analytical study and a survey that tends to explore how far this method works to clarify advertising meanings visually. Objectives: Developing a Method for Clarifying meanings of advertising messages through concepts of visual binary opposition. Methodology: “Binary Opposition” is a method that works on opposite meanings through verbal words. The researcher found this method interesting and thought it could help the designer while designing visuals in advertising by putting opposite visuals in it. This study tries to examine this method as an effective one that can be applied in using opposite visuals while designing and coding messages in advertisements to clarify meanings visually to the audiences.

Keywords: Visuals layer of meaning decoding opposites direct and indirect meaning

Paper received 11th July 2016, Accepted 26th August 2016, Published 1st of October 2016