



# Visual Persuasion: The Role of Images in Advertising

*Paul Messaris*

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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 or music. **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. From this starting point, Paul Messaris analyzes a variety of commercial, political and social issue advertisements. He also discusses the role of images in cross-cultural advertising.

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