UNDERSTANDING ADVERTISING IMAGES. Edition No. 1

Description: The use of language and images cannot be excluded from factors that cause the success or failure of any advertisement. The intention of this book is to show how advertisers package their messages and how they exploit language and visual images to attain their objectives. The liberty to breach the rules of grammar plus the unfamiliar visuals may cause a problem to the viewer. This book uses print mobile telephony advertisements to offer in-depth explanations on how viewers may undergo an interpretation process when confronted with multimodal visual texts. The consumer advertisements used, employ more than one mode of communication in designing messages that target audiences. This often causes interpretation difficulties. The analysis carried out in the book will be significant to both the audience and the advertiser as it will contribute to the way they can interpret the changing semiotic landscape. The advertisers need to ensure that the choice of the visual images must be easily comprehended by the viewer of the advertisement.


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