

1. Record Nr.	UNINA9910480351403321
Autore	Messariss Paul
Titolo	Visual persuasion [[electronic resource]] : the role of images in advertising // Paul Messaris
Pubbl/distr/stampa	Thousand Oaks, [Calif.] ; ; London, : SAGE, c1997
ISBN	1-4522-3344-6 0-8039-7245-8 1-5063-1588-7 1-4522-6362-0
Descrizione fisica	1 online resource (322 p.)
Disciplina	659.1
Soggetti	Advertising - Psychological aspects Visual communication Commercial art Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 275-288) and index.
Nota di contenuto	Cover; Dedication; Contents; Acknowledgments; Introduction: A Theory of Images in Advertising; Part I - Image as Simulated Reality; Chapter 1 - Pictures and Reality; Chapter 2 - Visual Form and Style; Chapter 3 - Can Pictures Bridge Cultures?; Part II - Image as Evidence; Chapter 4 - Visual Truth, Visual Lies; Part III - Image as Implied Selling Proposition; Chapter 5 - Editing and Montage; Chapter 6 - Showing The Unspoken; Epilogue: Ethics of Visual Persuasion; References; Index; About the Author
Sommario/riassunto	With 'Visual Persuasion', Paul Messaris explores the uniquely visual aspects of advertising, and the lack of social accountability which images enjoy in contrast to words, spoken or written.