1.	Record Nr.	UNINA9910780217403321
	Titolo	Persuasive imagery : a consumer response perspective / / edited by Linda M. Scott, Rajeev Batra
	Pubbl/distr/stampa	Mahwah, N.J. : , , : Lawrence Erlbaum Associates, , 2003
	ISBN	1-135-63568-4
		1410607259
		1-283-64195-X
		1-135-63569-2
		1-282-32208-7
		9786612322082
		1-4106-0725-9
	Descrizione fisica	1 online resource (441 p.)
	Collana	Advertising and consumer psychology
	Altri autori (Persone)	BatraRajeev
		ScottLinda M
	Disciplina	153.8/52
	Soggetti	Imagery (Psychology)
		Persuasion (Psychology)
		Advertising - Psychological aspects
	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 and indexes.
	Nota di contenuto	Front Cover; Persuasive Imagery; Copyright Page; Table of Contents; Acknowledgment; Introduction: Linda M. Scott and Rajeev Batra; I. Persuasive Imagery:What Do We Really Know?; 1. Persuasion by Design: The State of Expertise on Visual Influence Tactics: Keven Malkewitz, Peter Wright, and Marian Friestad; 2. A Review of the Visual Rhetoric Literature: Keith Kenney and Linda M. Scott; II. Image and Response; 3. When the Mind Blinks: Attentional Limitations to the Perception of Sequential Visual Images: Jane E. Raymond
		4. Cognitive and Affective Consequences of Visual Fluency:When Seeing Is Easy on the Mind: Piotr Winkielman, Norbert Schwarz, Rolf Reber, and Tedra A. Fazendeiro5. A Levels-of-Processing Model of Advertising Repetition Effects: Christie L. Nordhielm; 6. Changes in Logo Designs: Chasing the Elusive Butterfly Curve: Ronald W. Pimentel and Susan E. Heckler; 7. Visual Persuasion: Mental Imagery Processing and Emotional

Experiences: Cees Goossens; III. Image and Word; 8. Scripted Thought: Nader T. Tavassoli
9. Visual and Linguistic Processing of Ads by Bilingual Consumers: David Luna and Laura A. Peracchio10. The Role of Imagery Instructions in Facilitating Persuasion in a Consumer Context: Gayathri Mani and Deborah J.MacInnis; IV. Image and Ad; 11. The Contribution of Semiotic and Rhetorical Perspectives to the Explanation of Visual Persuasion in Advertising: Edward F.McQuarrie and David Glen Mick; 12. Invoking the Rhetorical Power of Character to Create Identifications: Michael S. Mulvey and Carmen Medina
13. Promises, Promises: Exploring Erotic Rhetoric in Sexually Oriented Advertising: Jacqueline Lambiase and Tom Reichert14. "Uncle Sam Wants You!": Exploring Verbal-Visual Juxtapositions in Television Advertising: Amy A.Wiggin and Christine M.Miller; 15. Understanding Visual Metaphor in Advertising: Barbara J. Phillips; V. Image and Object;
16. Color as a Tool for Visual Persuasion: Lawrence L. Garber, Jr., and Eva M. Hyatt; 17. The Marriage of Graphic Design and Research-Experimentally Designed Packages Offer New Vistas and Opportunities: Richard Bernstein and Howard Moskowitz
18. Building Brands: Architectural Expression in the Electronic Age: Jonathan E. Schroeder19. "No One Looks That Good in Real Life!": Projections of the Real Versus Ideal Self in the Online Visual Space: Natalie T. Wood, Michael R. Solomon, and Basil G. Englis; 20. Persuasive Form: Mobile Telephones in Hungary: Dora Horvath; Author Index; Subject Index

| Sommario/riassunto | This volume synthesizes and advances existing knowledge of consumer response to visuals. Representing an interdisciplinary perspective, contributors include scholars from the disciplines of communication, psychology, and marketing. The book begins with an overview section intended to situate the reader in the discourse. The overview describes the state of knowledge in both academic research and actual practice, and provides concrete sources for scholars to pursue.Written in a non-technical language, this volume is divided into four sections:Image and Response - illustrate |