

Section B

All the techniques from this section appear in visuals except Abstract Terms. (And a visual example of that technique could turn up tomorrow.)

1. Emotional Terms

Print ads employ Emotional Terms in the same way that oral examples do.

Example of Emotional Terms



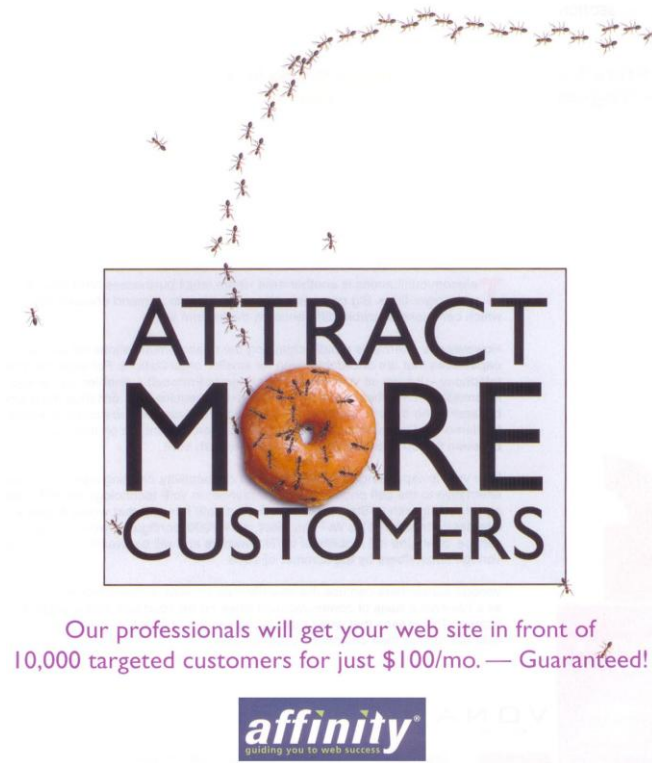
Comment on the example

“Thicker,” “heartier,” “crispy,” “crunchy,” “sweet aromatic,” and the product name itself – Supreme – are Emotional Terms.

2. Metaphor and Simile

This is the most common technique from this section found in visuals. Print ads may convey a comparison visually or may mix text with a picture. When the comparison is presented visually without words, it is good that players don’t have to distinguish between Metaphor and Simile because it is impossible to do so.

Example of Metaphor and Simile



Our professionals will get your web site in front of 10,000 targeted customers for just \$100/mo. — Guaranteed!

affinity
guiding you to web success

Comment on the example

A Web site from Affinity will attract customers like a doughnut attracts ants. This ad cleverly expresses Metaphor and Simile through both words and pictures.

3. Emphasis

This technique is difficult to implement visually because it usually involves a verbal dialog. A few examples come from cartoons.

Example of Emphasis



Comment on the example

The cartoonist is probably unaware of it, but this dialog between Jason of *Fox Trot* and his sister is a textbook example of Emphasis.

Ads often show a word or phrase in large print. This is “emphasis” in the traditional sense of the word but not in Propaganda.

Example that is not Emphasis



Comment on the example

The word FREE is large and red. It is emphasized but not in the sense of the Emphasis technique, which involves someone’s word or phrase to change the speaker’s intent.

4. Quotation Out of Context

In ads, this technique often takes two forms: **(a)** quoting a famous saying correctly but applying it to the sponsor’s product in a way the writer/speaker never intended or **(b)** quoting part of a statement but changing the ending to make a point in a clever way.

Example of Quotation Out of Context



Comment on the example

This famous quote from the U.S. Constitution was never intended to apply to computer equipment. As used – or misused – here, “Insure domestic tranquility” is ambiguous since it can mean peace in a household. However, it has this dual meaning because it has been ripped from its original context.

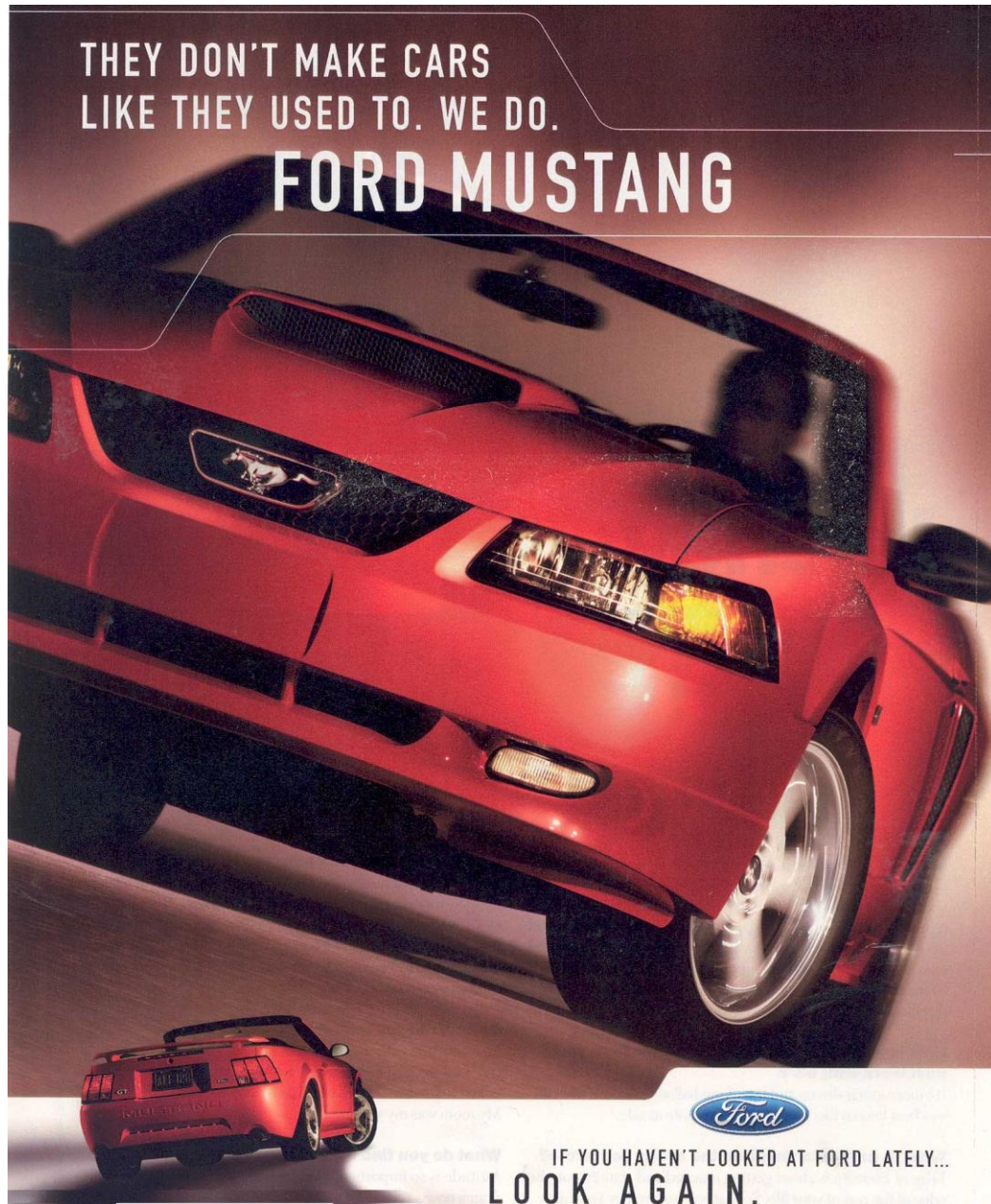
5. Abstract Terms

No examples have been found of this technique in print ads. Abstract Terms usually involves a verbal dialog or a statement by one speaker that precludes any questions about the meaning of a term. So it does not lend itself to visual representation except in cartoons.

6. Vagueness

This technique appears in print ads in the same way it appears in oral examples.

Example of Vagueness



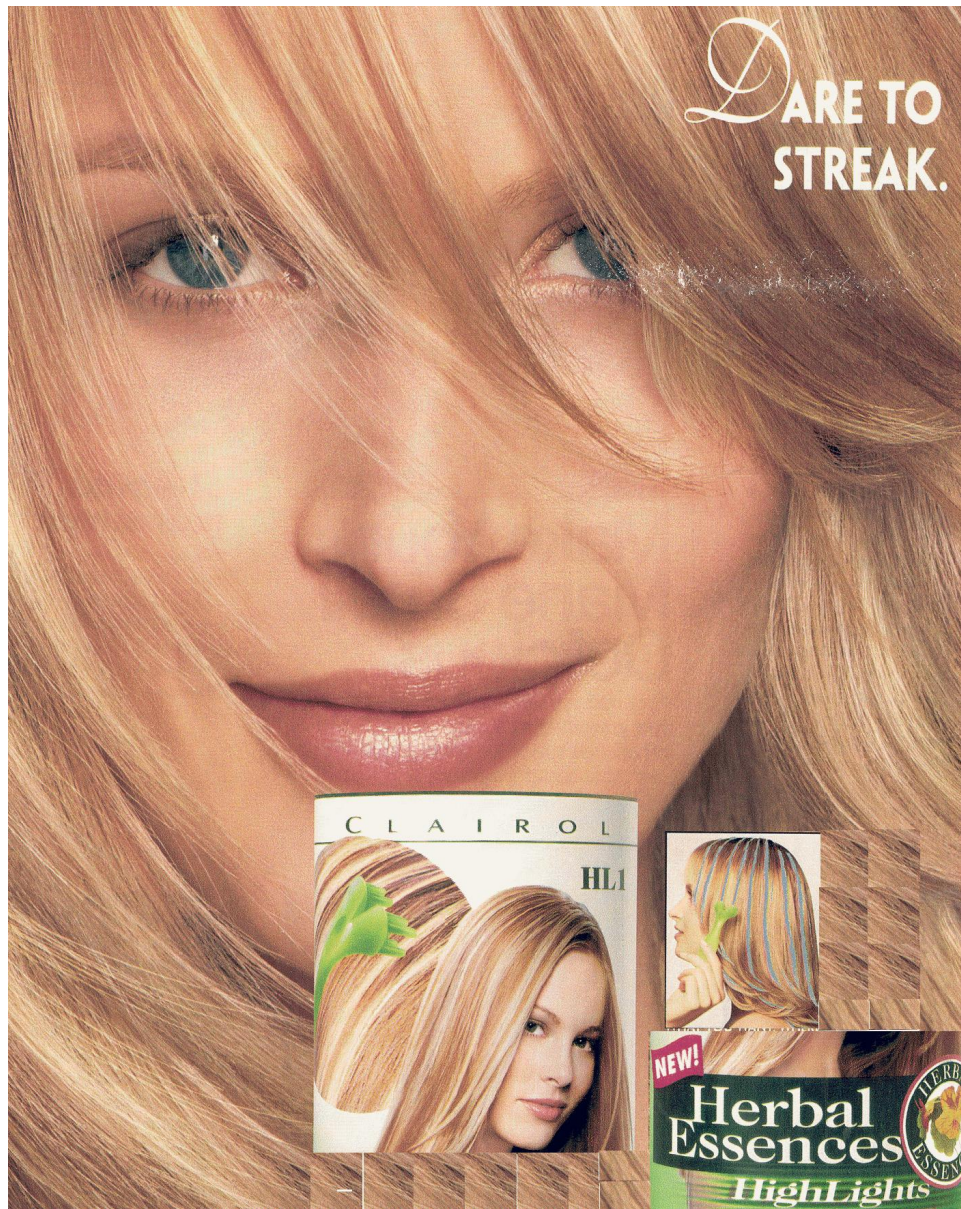
Comment on the example

Who are “they” and how did “they” use to make cars?

7. Ambiguity

Often the text in an ad uses a word or phrase one way, and the visual part conveys a second meaning of the word or phrase.

Example of Ambiguity



Comment on the example

"Dare to streak" has a provocative meaning (running nude in public) that catches your attention. However, the picture makes it clear that the ad wants you to highlight your hair with streaks.

8. Shift of Meaning

As in oral examples, Shift of Meaning in visuals entails using the same word or similar words with two different meanings. In a visual, however, one of the meanings is contained in or reinforced by the picture.

Example of Shift of Meaning

The advertisement features a hockey goalie in a red and white uniform, standing in front of a goal net. The goalie is holding a Bauer hockey stick and has several hockey pucks scattered on the ice in front of the goal. The background is a blurred cityscape. The text at the top reads "With Avaya" in a small font, followed by "MINDING YOUR NET," in large, bold, black letters. Below this, in a smaller font, it says "your voice, data, even your converged network can be". At the bottom of the text, it reads "SAFE AND SECURE." in large, bold, black letters. In the bottom left corner, there is a logo for "reach AVAYA" with the tagline "a higher plane of communication".

Comment on the example

Here the text uses the terms “net” and “network.” The picture gives a hockey meaning to “Minding your net.” However, “net” also refers to a computer network, which is the meaning reinforced by the words “even your converged network.” So this is not a case of using a word *once* with two possible meanings (as in Ambiguity) but rather of using equivalent words (“net” and “network”) in such a way that they can have different meanings.

The ad above also makes a comparison between securing a computer network and guarding the goal in hockey. So this visual provides an example of the type referred to general principle **5** in the Introduction. That is, *players would be instructed to answer both Metaphor and Simile and Shift of Meaning for the next two answers.*