

Section C

All the techniques from this section have been found in visuals except Sophistical Formula. (And a visual example that uses a proverb is just waiting to be discovered.)

1. Appearance

Appearance occurs frequently in print ads. A beautiful or handsome model is pictured to sell shampoo, exercise programs, skin moisturizers, and so on.

Example of Appearance



2. Manner

It may seem that Manner cannot be conveyed in a print ad. However, that is not the case as a picture may show people *behaving* (active, enjoying themselves, moving, and so on).

Example of Manner



The purchase? SMART Board™ interactive whiteboards for every classroom.

Comment on the example

The picture shows a girl actively participating in the classroom. It is not her clothes or hair that sells the product but her enthusiasm.

3. Degrees and Titles

In line with the distinction made between Degrees and Titles and Status in the *Guide*, an ad that lists a degree or title along with a picture of the person – even if the person is well known without the title – is classified as using Degrees and Titles.

Example of Degrees and Titles



Comment on the example

Without the line at the bottom, this is an example of Status. The same would be true if the bottom sentence were, “Laura Bush gets caught reading.” However, “First Lady” is her title.

4. Numbers

This technique appears in visuals in the same way it is implemented in oral examples. However, one or more numbers usually appear in large print or a different color to emphasize them even more.

Example of Numbers

7000
plus servers managed at Rackspace

100
percent network uptime for more than two years running


97
percent of our customers would recommend us

24
plus months of profitability

1
obvious choice for managed hosting

Considering your options for an outsourced hosting solution can be a daunting task, but our numbers make it easy to see why Rackspace is the obvious choice. While other hosting providers are calling it quits, we're putting more servers online, achieving record uptime, and remaining profitable in a volatile economy. How do we do it? We provide the best customer experience in the managed hosting industry. Call us and see for yourself why thousands of businesses trust Rackspace to host their mission-critical sites.

1-888-571-8961
Or visit our website at www.rackspace.com

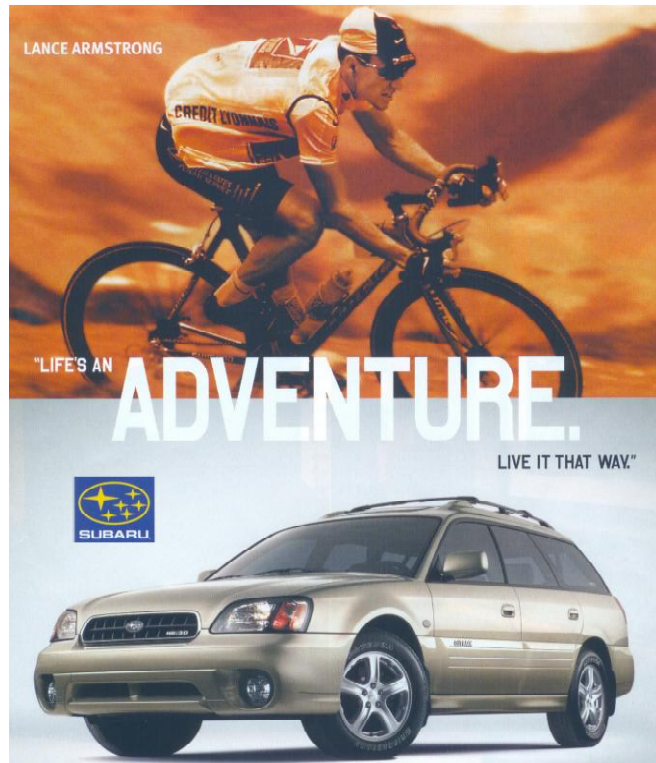

rackspace
MANAGED HOSTING

5. Status

The guidelines enunciated for Status in the *Guide* apply here as well. So an ad that shows a picture of a famous person without identifying him or her with a title employs the technique of Status.

A visual example of Status is on the next page.

Example of Status



Comment on the example

Lance Armstrong is identified by name and picture only.

6. Repetition

Words can be repeated in a visual as easily as in a text example.

Example of Repetition

A MasterCard advertisement for a sweepstakes. The central image is a circular photograph of two people walking on a beach at sunset. Four red arrows point from text labels above to the circular image: "no cell phones: \$0", "no pagers: \$0", "no faxes: \$0", and "no e-mails: \$0". Below the image, the text reads "time to really communicate: priceless". At the bottom left, it says "weekends matter sweepstakes". At the bottom center, it says "Win use of a beach house, lake house, or cabin in the woods for a year. Plus, get double sweepstakes entries on weekends. May 23 through August 31, 2003. there are some things money can't buy. for everything else there's MasterCard®". At the bottom right is the MasterCard logo.

Comment on the example

“No cell phones,” “no pagers,” “no faxes,” “no e-mails” sets up the “priceless” line.

7. Slogans

Slogans probably appear more frequently in print ads than in audio ads.

Example of Slogans



8. Technical Jargon

This technique also fits into visuals in the same manner as oral examples.

Example of Technical Jargon



Comment on the example

If this portable sign is posted at a doctors' convention, this would be No Technique. Since there is no indication of its location, it is Technical Jargon.

9. Sophistical Formula

No visual examples of this technique have been found. However, it is easy to envision an ad that quotes a familiar saying.