

Section E

Some techniques of this section do not lend themselves to visual depiction.

1. Concurrency

No visual examples of this technique have been uncovered thus far.

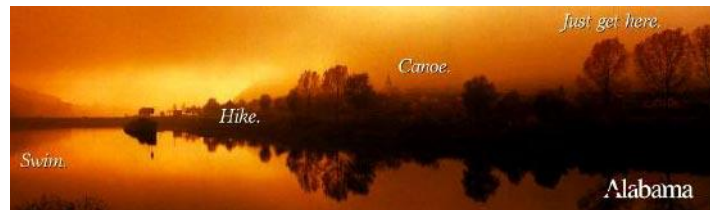
2. Post Hoc

No visual examples of this technique have been uncovered thus far.

3. Selected Instances

Visual ads, like oral examples, present instances that support their product.

Example of Selected Instances



Comment on the example

The ad selects examples of what you can do in Alabama without giving evidence that you will have more fun doing them in Alabama than anywhere else.

4. Hasty Generalization

It is hard to find an example of this technique in a print ad because an advertiser is selecting instances of satisfied customers and not generalizing from a few instances.

5. Faulty Analogy

This technique can be subtle in visuals.

Example of Faulty Analogy



Comment on the example

Just as you can measure your child's height with a makeshift ruler on the wall, Pearson software allows you to measure student achievement.

6. Composition

Pictures can combine items that supposedly make a good whole.

Example of Composition



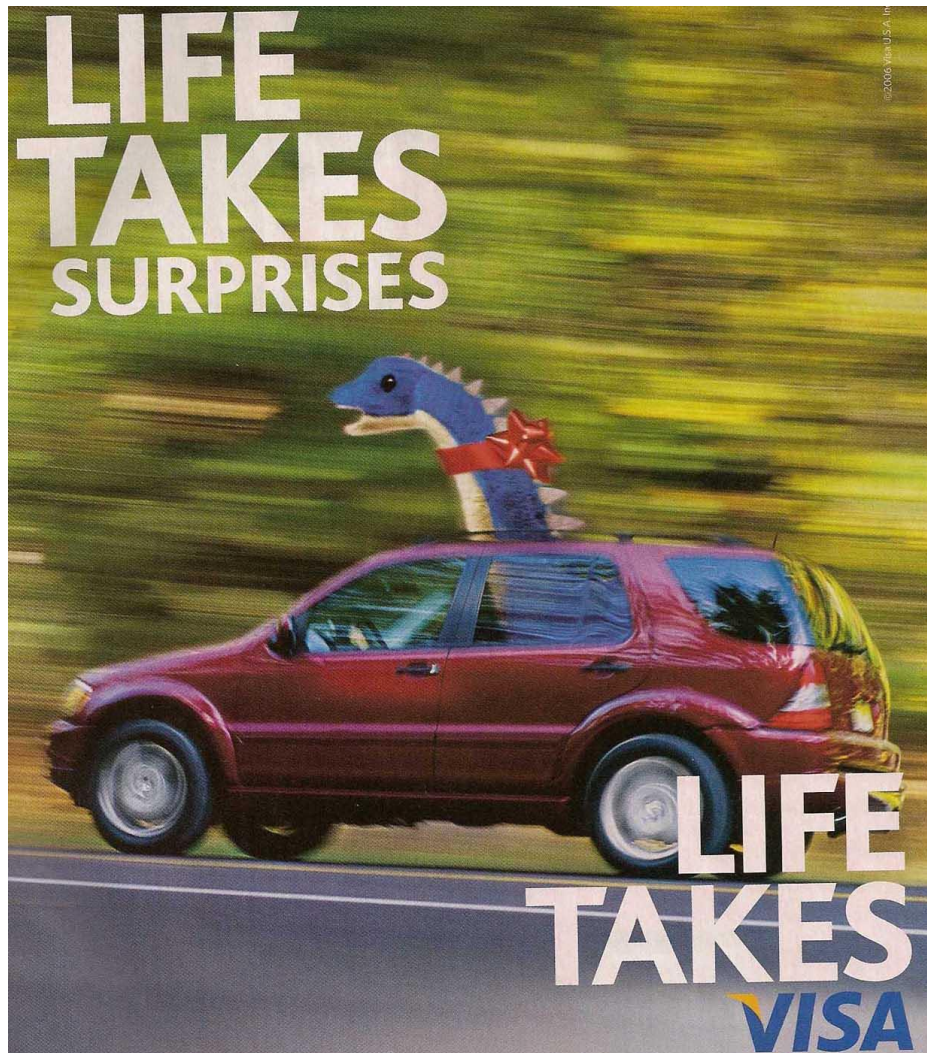
7. Division

No visual examples of this technique have been found so far.

8. Non Sequitur

This technique is as common in visuals as in oral examples.

Example of Non Sequitur



Comment on the example

The picture illustrates the surprise. Why does it follow that you need Visa to obtain surprises?