

Section F

The only techniques of this section that have been found in visuals are Leading Question and Complex Question.

5. Leading Question

Print ads often display a question in large print.

Example of Leading Question



Insatiable appetite
for bouncy curls?

SPRINGING
CURLS
STYLING MOUSSE

STUDIO LINE

For mouthwatering, long-lasting curly styles with maximum bounce, volume and definition. Not to be used in moderation. BECAUSE YOU'RE WORTH IT.™

L'ORÉAL PARIS

L'ORÉAL PARIS
STUDIO LINE
SPRINGING CURLS
CURL VOLUMIZING
FRIZZ CONTROL
MEDIUM HOLD

The advertisement features a close-up of a hand holding a white foam dispenser, with a dollop of white foam being dispensed. To the right is a white spray bottle of L'Oréal Paris Studio Line Springing Curls Styling Mousse. The bottle has a pump dispenser and is labeled with 'L'ORÉAL PARIS', 'STUDIO LINE', 'SPRINGING CURLS', 'CURL VOLUMIZING', 'FRIZZ CONTROL', and 'MEDIUM HOLD'. The background is a light, textured surface. A small, detailed image of a bouncy curl is in the top left corner.

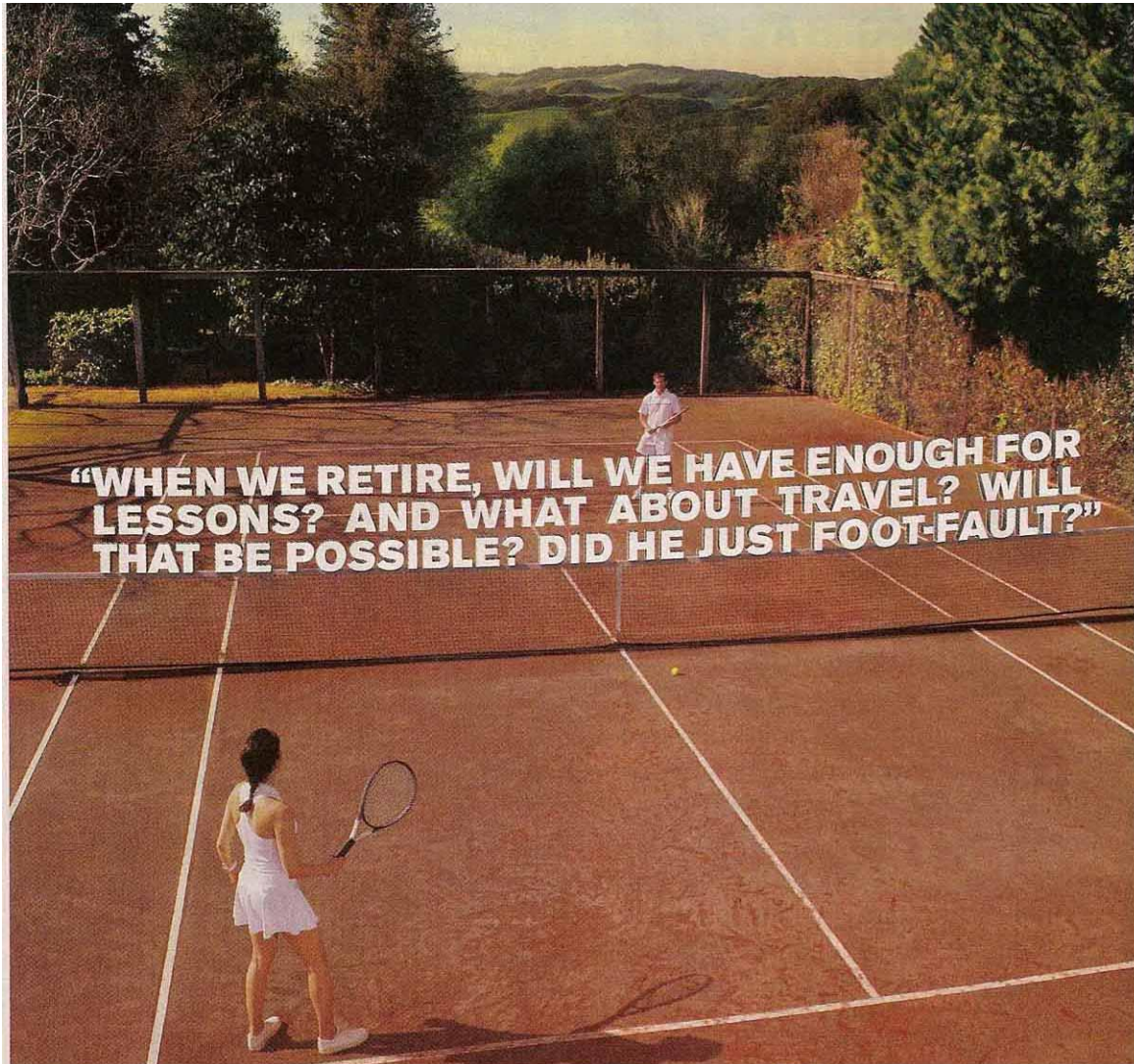
Comment on the example


The attraction of the question is enhanced by the picture of a “bouncy” curl next to it.

6. Complex Question

Some ads hit you with a barrage of questions to be answered either yes or no.

Example of Complex Question



For 150 years, people have been coming to Northwestern Mutual to put their minds at ease.  **Northwestern Mutual**

Comment on the example

The intended answer to each of the first three questions is “no” so that you’ll investigate what Northwestern Mutual offers. The last question is thrown in for amusement to tie into the picture.