

# VISUAL LANGUAGE 2

There are many techniques used in visual advertising that attempt to change what we think about a product - the aim is to get us to like it, want it and pay money for it!

Being aware of how advertising persuades us is important. It means we can read between the lines and make informed decisions about the product being advertised to us. Being conscious of a message allows us to make our own choices!

Read through the information below - it describes a technique used in advertising and how it works to persuade us.

## ASSOCIATION

Association describes when we link one thing with another. When you see other people feeling happy in an advertisement, you associate happiness with the thing in the advertisement. This process is unconscious but very strong.<sup>1</sup>

The human mind links new information with what it already knows. This process usually happens subconsciously. It's known as "associative recall," meaning that thinking one thing leads to other related thoughts. In theory, when a person sees something in an advertisement, then has positive thoughts, they'll associate those good thoughts with the product being advertised.<sup>2</sup>

Association is one reason that endorsements and sponsorship are often used to advertise a product. People "know" celebrities or sports teams and associate them with attributes and qualities, such as being cool, fun, happy or healthy.<sup>3</sup> When people see someone who has those qualities using or endorsing a product, they may feel more inclined to want the product. That said, even when there aren't people in an ad, the techniques of association can still apply to the moods that the ad creates.

1. <https://wow-how.com/blog/articles/9-commonly-used-techniques-in-visual-advertising>
2. <https://www.printmag.com/post/persuasive-advertising-connnotations-associations-and-context>
3. <https://www.printmag.com/post/persuasive-advertising-connnotations-associations-and-context>