

VISUAL LANGUAGE 5

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.

SYMBOLISM

This technique works by creating associations between one idea and another. In print advertising, symbolism is created through the use of images. Symbolism helps advertisers to link a deeper meaning or message to the product being advertised.

Some common symbols include an open road, which suggests freedom and exploration, or a lion, which can symbolise strength, superiority and royalty. Colours can also be used to symbolise different emotions.

By picking symbols carefully, advertisers can craft a series of specific associations around their product. For example, an advertiser might use the image of a lion to make their product seem prestigious. They might also design their lion to look like the lions that would feature on coats of arms in the Middle Ages, to suggest that the company has been around for a long time. A company that's been around for a long time would seem more experienced and trustworthy than a company that only started yesterday.