



Pictorial Metaphor in Advertising

By Charles Forceville

Download now

Read Online ➔

Pictorial Metaphor in Advertising By Charles Forceville

Over the past few decades, research on metaphor has focused almost exclusively on its verbal and cognitive dimensions. In *Pictorial Metaphor in Advertising*, Charles Forceville argues that metaphor can also occur in pictures and draws on relevant studies from various disciplines to propose a model for the identification, classification, and analysis of 'pictorial metaphors'. By using insights taken from a range of linguistic, artistic and cognitive perspectives for example, interaction and relevance theory, Forceville shows not only how metaphor can occur in pictures, but also provides a framework within which these pictorial metaphors can be analyzed.

The theoretical insights are applied to thirty advertisements and billboards of British, French, German and Dutch origin. Apart from substantiating the claim that it makes sense to talk about 'pictorial metaphors', the detailed analyses of the advertisements suggest how metaphor theory can be employed as a tool in media studies. Context in its various manifestations plays a key role in the analyses. Furthermore, the results of a small-scale experiment shed light on where general agreement about the meaning of a pictorial metaphor can shade over into other more idiosyncratic but equally valid interpretations. The final chapter sketches the ways in which the insights gained can be used for further research.

 [Download Pictorial Metaphor in Advertising ...pdf](#)

 [Read Online Pictorial Metaphor in Advertising ...pdf](#)

Pictorial Metaphor in Advertising

By Charles Forceville

Pictorial Metaphor in Advertising By Charles Forceville

Over the past few decades, research on metaphor has focused almost exclusively on its verbal and cognitive dimensions. In *Pictorial Metaphor in Advertising*, Charles Forceville argues that metaphor can also occur in pictures and draws on relevant studies from various disciplines to propose a model for the identification, classification, and analysis of 'pictorial metaphors'. By using insights taken from a range of linguistic, artistic and cognitive perspectives for example, interaction and relevance theory, Forceville shows not only how metaphor can occur in pictures, but also provides a framework within which these pictorial metaphors can be analyzed.

The theoretical insights are applied to thirty advertisements and billboards of British, French, German and Dutch origin. Apart from substantiating the claim that it makes sense to talk about 'pictorial metaphors', the detailed analyses of the advertisements suggest how metaphor theory can be employed as a tool in media studies. Context in its various manifestations plays a key role in the analyses. Furthermore, the results of a small-scale experiment shed light on where general agreement about the meaning of a pictorial metaphor can shade over into other more idiosyncratic but equally valid interpretations. The final chapter sketches the ways in which the insights gained can be used for further research.

Pictorial Metaphor in Advertising By Charles Forceville Bibliography

- Sales Rank: #3680296 in Books
- Brand: Brand: Routledge
- Published on: 1998-05-09
- Original language: English
- Number of items: 1
- Dimensions: 9.21" h x .55" w x 6.14" l, 1.04 pounds
- Binding: Paperback
- 248 pages

 [Download Pictorial Metaphor in Advertising ...pdf](#)

 [Read Online Pictorial Metaphor in Advertising ...pdf](#)

Editorial Review

Review

'Forceville's *Pictorial Metaphor in Advertising* provides stimulating insights into the ways that metaphors are manipulated pictorally as a means of selling products ... It is precisely this kind of study, in which metaphor is viewed as a phenomenon in everyday life, that is most exciting.' - *Journal of Sociolinguistics*

'Forceville's book on metaphor in pictures is by far the most comprehensive examination of the topic.' - *The Semiotic Review of Books*

About the Author

Charles Forceville is Lecturer in English and Comparative Literature at the Free University, Amsterdam.

Users Review

From reader reviews:

Michael Auten:

As people who live in often the modest era should be update about what going on or information even knowledge to make these individuals keep up with the era that is always change and progress. Some of you maybe will probably update themselves by looking at books. It is a good choice for you but the problems coming to a person is you don't know what type you should start with. This Pictorial Metaphor in Advertising is our recommendation to make you keep up with the world. Why, because this book serves what you want and wish in this era.

Ariane Swanson:

Nowadays reading books be a little more than want or need but also turn into a life style. This reading behavior give you lot of advantages. Associate programs you got of course the knowledge the actual information inside the book that improve your knowledge and information. The knowledge you get based on what kind of book you read, if you want have more knowledge just go with knowledge books but if you want experience happy read one together with theme for entertaining such as comic or novel. The Pictorial Metaphor in Advertising is kind of reserve which is giving the reader capricious experience.

Barbara Erickson:

The book Pictorial Metaphor in Advertising has a lot details on it. So when you read this book you can get a lot of benefit. The book was compiled by the very famous author. The author makes some research before write this book. This book very easy to read you may get the point easily after scanning this book.

Juana Rummel:

That reserve can make you to feel relax. This particular book Pictorial Metaphor in Advertising was colorful and of course has pictures on the website. As we know that book Pictorial Metaphor in Advertising has many kinds or type. Start from kids until teenagers. For example Naruto or Detective Conan you can read and think you are the character on there. So , not at all of book are generally make you bored, any it can make you feel happy, fun and chill out. Try to choose the best book for you and try to like reading which.

**Download and Read Online Pictorial Metaphor in Advertising By
Charles Forceville #PM2VGO067KE**

Read Pictorial Metaphor in Advertising By Charles Forceville for online ebook

Pictorial Metaphor in Advertising By Charles Forceville Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Pictorial Metaphor in Advertising By Charles Forceville books to read online.

Online Pictorial Metaphor in Advertising By Charles Forceville ebook PDF download

Pictorial Metaphor in Advertising By Charles Forceville Doc

Pictorial Metaphor in Advertising By Charles Forceville Mobipocket

Pictorial Metaphor in Advertising By Charles Forceville EPub

PM2VGO067KE: Pictorial Metaphor in Advertising By Charles Forceville