



Pictorial Metaphor in Advertising

By Charles Forceville

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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.

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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:

Janette Collins:

Information is provisions for anyone to get better life, information these days can get by anyone in everywhere. The information can be a knowledge or any news even restricted. What people must be consider if those information which is within the former life are challenging be find than now could be taking seriously which one would work to believe or which one typically the resource are convinced. If you have the unstable resource then you obtain it as your main information it will have huge disadvantage for you. All those possibilities will not happen in you if you take Pictorial Metaphor in Advertising as the daily resource information.

John Carroll:

Precisely why? Because this Pictorial Metaphor in Advertising is an unordinary book that the inside of the book waiting for you to snap this but latter it will distress you with the secret the idea inside. Reading this book close to it was fantastic author who else write the book in such incredible way makes the content inside of easier to understand, entertaining means but still convey the meaning fully. So , it is good for you for not hesitating having this any longer or you going to regret it. This unique book will give you a lot of positive aspects than the other book include such as help improving your proficiency and your critical thinking method. So , still want to hold up having that book? If I ended up you I will go to the publication store hurriedly.

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William Ward:

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