

The International Conference on Communication and Media 2014 (i-COME'14), 18-20 October 2014, Langkawi, MALAYSIA

## The Visual Rhetoric in Public Awareness Print Advertising toward Malaysia Perceptive Sociolculture Design

Nur Safinas Albakry<sup>a\*</sup>, Ghazali Daimin<sup>a</sup>

<sup>a</sup>Faculty of Art and Design, Universiti Teknologi MARA, Selangor, Malaysia

---

### Abstract

The purpose of this paper is to explore and discuss the role being played by visual rhetoric in Malaysia's public announcement print advertising scene using semiotic approaches. The visual rhetoric seems to be an important element to increase the effectiveness of the process of information exchange. In fact visual rhetoric helps to get messages across to audiences in a persuasive way. The output from this study will propose the system or guideline that would be employed by visual rhetoric in print media to instill advertising awareness. This allows people from various social culture to engage themselves with the activity of comprehending the message carried by the visuals displayed to them. This study will also spread knowledge on the usefulness of visual rhetoric in print advertising beyond the fact that they are a pleasure to the eyes as their presence accounts as beautiful crafts to the eyes of human.

© 2014 The Authors. Published by Elsevier Ltd. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/3.0/>).

Peer-review under responsibility of School of Multimedia Technology & Communication, Universiti Utara Malaysia.

*Keywords:* Visual rhetoric; public awareness; print advertising; socialculture space

---

### 1. Introduction

Today people live in a visually intensive society and world of spectacular and exciting images. Visual literacy has its own system of language that allows people to socially construct its meaning process. They are bombarded continuously stream of visual simulation from all manner of different media approaches in everyday. They see mediated images more often than words. Visual image may control the global cultural, technological empirical of mass media as a central medium of information may play the importance of scholar of visual communication across the world. The use of rhetorical in creative industries especially in advertising as a tool to persuade audience

---

\* Corresponding author. Tel.+06-013-341-2232  
E-mail address: [nursafinas82@yahoo.com](mailto:nursafinas82@yahoo.com)

and also to help them perceive image quickly. According to Mcquarrie and Glen (2003) visual rhetoric is an artful deviation, relative to audience expectation which leads the audience more effective and favourable brand attitude toward the ads. In advertising the image is a perfect 're-presentation' of life. Hence, an analysis of visual rhetoric considers how images work alone and collaborate with other elements to create an argument designed for audience to choose to present information or argument through image. According to Barthes (1994), 'in advertising the signification of the image is undoubtedly intentional, which signifies that the advertising message is formed a priority of certain attributes of products which signifies to have been transmitted as clearly as possible'. Throughout this study, it will be analysis the effective visual rhetoric on all the images in print media which include newspaper and magazines. It will also show that visual effective in advertisements carrying different types of semiotic meaning through different level of response from viewers in persuasive brand recalled towards the ads.

The purpose of this study is to propose a guideline for the effective use of visual content in general advertising in Malaysia. This knowledge base will be seen as necessary in educational environments to support collaborative learning especially for educators and students which is needed to bridge cultural gaps in our social environment. This study also will develop new typology a unique contribution first by focusing on rhetorical figures constructed from visual rather than verbal elements which may affect consumers processing and response.

## **2. Research problem**

The current problem in advertising visual creative value is because of the lack of creative standard in advertising which has all along been plugging. As a result Malaysia ads have not won any winning work at international competition in Cannes International Advertising Festival 2010. Accordingly Harmandar (2010) claims that ads visual contents are lacking of visual rhetoric compared to Indonesia which won first gold in Cannes International Advertising Festival 2010. The impact of content regulation by Advertising Standards Authority Malaysia (2008) has given an effect toward creative visual impact through imagery in advertisements. Given this the advertising practitioners are faced with the challenges of balancing their advertising objective which need to comply with and stave off further regulations. In conjunction with these impacts, Malaysia creative industry is also lacking of passion and creative talent. According to the Chairman of Kancil Award 2012, Mitchell (2012) the country is losing the potential talents who lack of passion and creativity and drive to excel within the industry. It is getting more difficult for young talents that are willing to stay long in the industry due to lower starting salary. Young talents have realised that the level thinking of design is very low and their knowledge in constructing ideas, seems lost. They also need to understand that design is not only about creating layout for print or online, the space and color, principles but also the purpose, the rationale and most importantly how the whole design process and outcome can contribute to the society and country (Rahman, 2013). Furthermore the creative content in Malaysia should learn from other global countries with regards how countries like Japan, Singapore, Indonesia, Philippines and China are turning to creative industries to reinvent its economics. Injection of strong visual identity, visual culture and visual language in built are strong visual rhetoric in communication message in advertisement. The impact of creative advertising is believed to have significant impact in influencing and shaping of national identity and culture of nation, especially through the image and message portrayed in advertisements (Pe, 2012).

## **3. Research question**

RQ1 What forms create a greater impact of audience on visual rhetoric toward the transformational approach in public service announcement (PSA) advertisements?

RQ2 What was the experiential response of visual rhetoric on persuasive function of advertisements?

RQ3 What does an effect of social culture in visual rhetoric in ads persuasion of public service announcement (PSA)?

Download English Version:

<https://daneshyari.com/en/article/1112742>

Download Persian Version:

<https://daneshyari.com/article/1112742>

[Daneshyari.com](https://daneshyari.com)