

# Visual Persuasion | Stephen Baker | McGraw-Hill, 1961 | 1961

Visual Persuasion - Free download as Word Doc (.doc / .docx), PDF File (.pdf), Text File (.txt) or read online for free. THE ROLE OF IMAGES IN ADVERTISING Advertisements are created for the purpose of seducing the audience to consume by creating a certain illusion. Visual persuasion, Item Preview. > remove-circle. Share or Embed This Item. Share to Twitter. Share to Facebook. Share to Reddit. texts. Visual persuasion, by. Baker, Stephen, 1921-2004. Publication date. 1961. Publisher. New York, McGraw-Hill, 1961. Visual Persuasion is an exploration of the uniquely visual aspects of advertising. Because of the implicit nature of visual argumentation and the relative lack of social accountability which images enjoy in comparison with words, pictures can be used to make advertising claims that would be unacceptable if spelled out verbally. The aim of this book is to encourage the further growth of this field of scholarship. This book is about persuasion. More important, it is about persuading people remotely. How can we influence people when we are not in the same room with them? I define "visual persuasion" as the process of convincing someone to take a specific action based primarily, though not exclusively, on an image or video. This is generally done remotely, where the person sending the message. 12 section 1: persuasion fundamentals