

VISUAL PERSUASION- A CREATIVE ASPECT IN COMMUNICATION

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ABSTRACT

Ever since the inception of art in prehistoric times, images have been an integral part of it. In today's modern scenario, modes of advertising and communication have extensive use of images to persuade people for decision making. Computers and graphics techniques have made a sea change in the representation of images as per the desired requirement. We often identify the effectiveness of a persuasive image through its impact on viewer's behavioral pattern, consumer appeal, psychological attributes etc. This study thus demonstrates that how the emphasis on visual persuasion may lead to a new vision with media analysis, psychology, and visual communication. Images in TV commercials, magazine ads, or any other forms of advertising makes the idea or message very convenient to perceive and understand. Visual Persuasion simulates the appearance of the physical world by becoming surrogate objects of desire or other emotions associated with the products. The study will analyze the role of visual messages and explore how visual elements can modify, redefine or re-contextualize what is verbally communicated. It also employs the certain theories of visual communication to understand the inferences of visual elements. The paper concludes with the notion that appropriate use of visuals not only stimulates consumers perception but also motivates the desired behavior change in consumers.

KEYWORDS: *Consumer Behaviour, Mass Media, Persuasion, Psychology, Visual Communication*

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