

ABSTRACT

Today, visual images play a vital role in delivering messages to target audience in Indian print advertisement. A lot of studies have been conducted to analyze the ways in which visuals impact consumer mind and trigger the decision process and brand awareness. Sheer visibility of printed advertising is necessary for useful information perception. In Indian, newspaper advertisement information about indirect persuasion of visuals is missing. Therefore this work studies the possibilities and effects of visual metaphors and rhetoric. Such area as billboard and newspaper ad is paid precise attention. Here metaphors and rhetoric are less evident and clear than in verbal communication.

Advertisement designs allow companies to understand the impact of design choices on the message communication. The ability of visual metaphors and rhetorical figure to convey the message is precisely analyzed in this research. Their contribution to brand recognition in the print media (newspaper) is also explored. Moreover, comparing the metaphor and rhetoric, visual appeals are studied too. It is considered that rhetoric or indirect, metaphorical claim makes viewers more involved and interested in the brand. Additionally, when they take the form of an image or picture, people are likely to perceive the given information better. The research aim of this study is to explore the role of visual metaphor and rhetoric and to analyze the most appropriate visual advertising communication tools in Indian print advertising. Conducting this research, the primary focus was directed to determining if the product's visual appeal provides sufficient information for customer brand recognition.

The study, therefore, hoped to gain the greater understanding of the use of conceptual rhetoric and metaphors in Indian newspaper advertisements and it was achieved based on qualitative and quantitative research design. To implement the qualitative research design, the study adopted a four-phase implementation strategy. The literature review was considered as the first phase of the research design, and qualitative case studies were conducted of different advertisements that have previously used conceptual metaphors and were present in the Indian market. The key objective of data synthesis of these case studies was to meet, and the major

differences and similarities of various cases were looked into. It was evident that visual rhetoric and metaphors have a significant positive influence on customer's attitude towards a given brand and brand recognition. However, the research findings based on literature review was subjective and it was pertinent to consider quantitative research design and it was undertaken using statistical methods of measurement (hypothesis testing) with the sole objective of identifying how various variables relate with others in order to determine if there was any relationship between the dependent and independent variables.

The hypothesis testing results clearly indicated that there was evidence to justify the claim that there visual rhetoric and metaphors significantly influence brand recognition and customer's attitude towards a given brand. The results based on qualitative and quantitative research design were in agreement.

As such, in this thesis, the analysis of the established assumptions and the observations that support these hypotheses are presented based on the literature review. It shows that visuals are indirectly persuasive and associated with creativity, advertising, marketing, and designing.

Keywords: Indian newspaper, Print Advertisements, Target Audience, Visual Metaphor and Rhetoric