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MCO450 – Visual Communications

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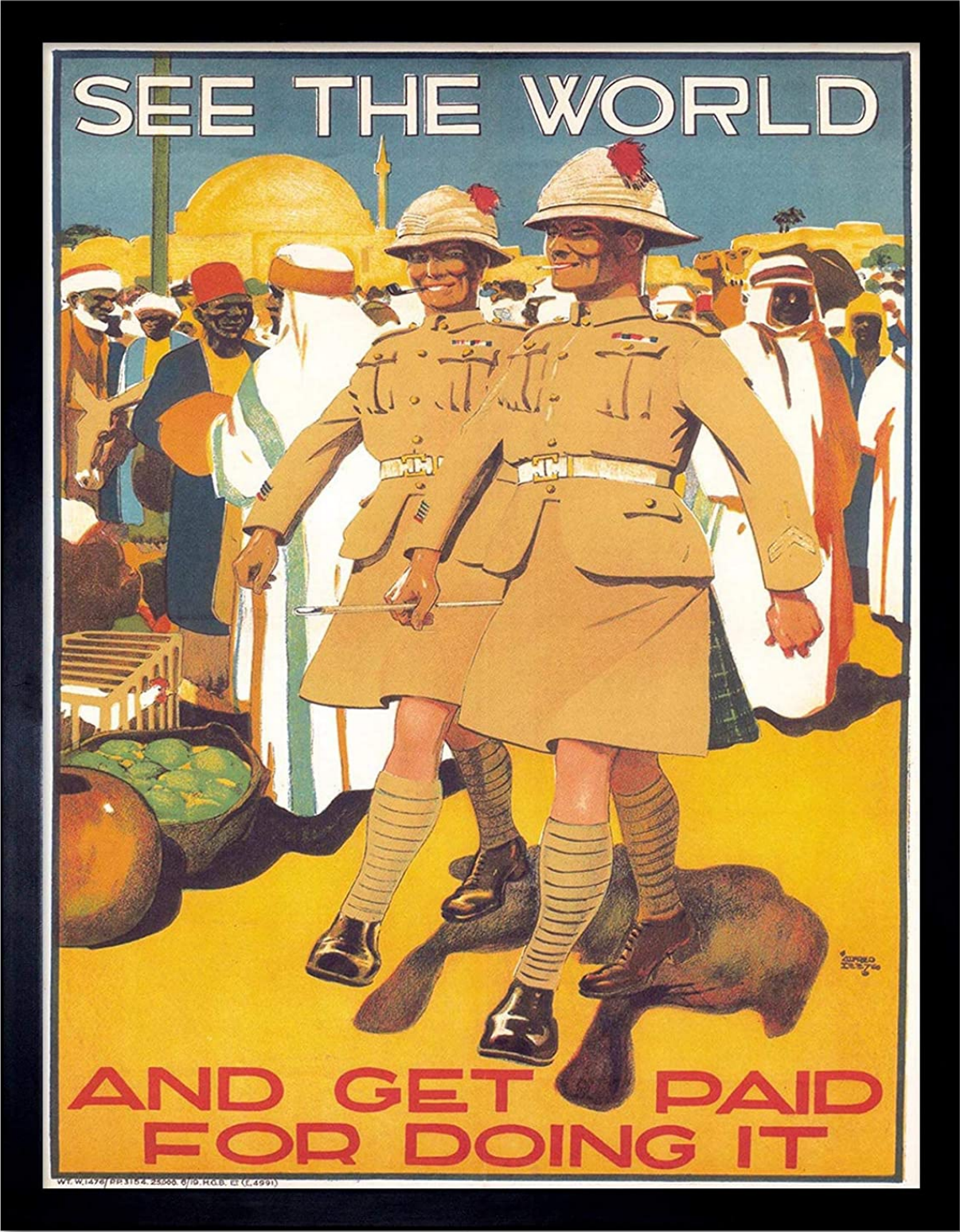
## Shock Advertising



This shock advertisement from MontanaMeth.org uses both sensory and perceptual fundamental groups. The image is repulsive to majority of viewers. The visual cues of depth, form, color, and movement shows the eyes that something is happening. However, the perceptual group is concerned with what the mind sees. The text seals the deal on what the mind has feared what is happening. It's a shocking thing to see, what looks like a young girl is being used sexually because she is under the influence of drugs.

"Shockingly violent or sexual images used in ads are the culmination of corporate cynicism in which almost any sensational still or moving image is justified if it gets the attention of potential customers. But not all shock advertising is used for commercial reasons." (Lester, Paul. Visual Communication: Images with Messages (p. 87)) This advertisement is used to raise awareness of the effect of meth on behavior, to curb people from starting the use of this drug and to convince those who are doing this to get help. Although, it is an ad for MontanaMeth.org, the proximity of the messages can reach those aware of meth, curious about meth, or know users of meth, and where to go for help.

Political Propaganda





This political ad from British military is also a persuasive advertising. However, focusing on just the politics of the ad, just the difference in flesh color and style of dress gives the impression on how “civilized” the British soldiers are compared to their “wards”. The puff-chested soldiers seemed to be “supervising”, not doing anything dangerous. It signals to the empowerment of white Brits looking to control, not help. They seem to just be patrolling and the “natives” are docile because they are around. It doesn’t do much for the reality that British soldiers were attacked by insurgents attempting to retake their lands. This ad speaks volume of the British rule and superiority that often came with its soldiers in foreign locales.

### Persuasive Advertising



This persuasive advertisement is intelligent and humorous. This iconic utensil of repair is blown to extreme proportions by implementing the duct tape on repair of the billboard sign’s post. The simplicity of this billboard cements duct tape when you need something to hold. The “3M holds” persuades the user to seek out 3M’s duct tape over any other brand. To be honest, the only text needed was the 3M to persuade consumers to purchase this brand when duct tape or any other product with the recognizable 3M logo.