

Formulas of Visual Metaphor in Advertising

Dr. Ghada Mouhmod Ebrahim Ouf

**Assistant Professor and director of Administration- Department of Electronic
Education- Ministry of Education.**

dr.ghauf@gmail.com

Abstract:

Metaphor is generally defined as describing a concept or an issue through another matter that is more familiar and known. The basis of metaphor is describing a fact object by linking to concepts of different domains of meaning, in other word conceptualizing the fact again. Metaphors help individuals in materializing and making sense of complex thought, concept and associations through mental processes. Visual metaphors constitute a meaning with familiar images by using our previous experience and our cultural background. Hence, the interpretation of the visual metaphors can vary according to the content and the background of the audience. In the process of perceiving and interpreting visual metaphors, it cannot be expected that all the viewers will reach the same point by following a single channel. Refaie (2003, 89) notes that “the high context dependency of many visual metaphors means that their meaning is often implicit and that they tend to be open to quite a wide range of interpretations”.

Keywords: Metaphor, Smile, Visual communication, metonymy.