

## **Placing The Rhetorical Formula To Reinforce A Semantic Meaning In The Cultural Books Covers**

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### **Abstract:**

Visual image is considered a crucial step in the advertising communication process. It has a huge impact on the recipient besides its efficient way to build his consciousness. Also, it's one of the purposes approached by Semiotics as it has the ability to create a semantic meaning that can be perceived according to the recipient's culture, visual and cognitive experience. Rhetorical images are one of the tools enriching cultures in the modern community. They are the mirrors reflecting the dominant ideological and cultural state in the community. Also, rhetorical phrases are used to generate untraditional ideas for traditional subjects to reinforce the communicative structure of the book cover in a way that impacts the recipient's behavior and forms its response based on his culture and experience. The impact of rhetorical phrases on the cover cannot be disregarded as a powerful visual stimulant that affects the purchase decision-making; it has been proven by Consumer psychology that rhetorical phrases increase the chances of drawing the recipient's attention and curiosity to the book. They also form new perspectives to create meanings, it helps decode meanings by the recipient to create a strong visual effect and provoke positive feedback. Rhetorical phrases can draw the recipient's attention and evoke his sense if they are put in an untraditional way to deliver a strong message, and that's the main purpose of this research. They are of major ways to achieve the goals of the sectors of the Egyptian Ministry of Culture as they are efficient in visual persuasion towards the culture books that may accomplish communicative goals in a better way than the literal expression of the book content. Also, the extra effort carried out by the designer in relying on the phrases to Keep the receiver's attention as long as possible which makes it difficult to forget the book cover and forms the desired purchasing response towards the book.

### **Keywords:**

Visual Semiotics, Creative Thinking, Cultural Book Cover, Rhetorical Formula