

Η τέχνη της ρητορικής στη Διαφήμιση

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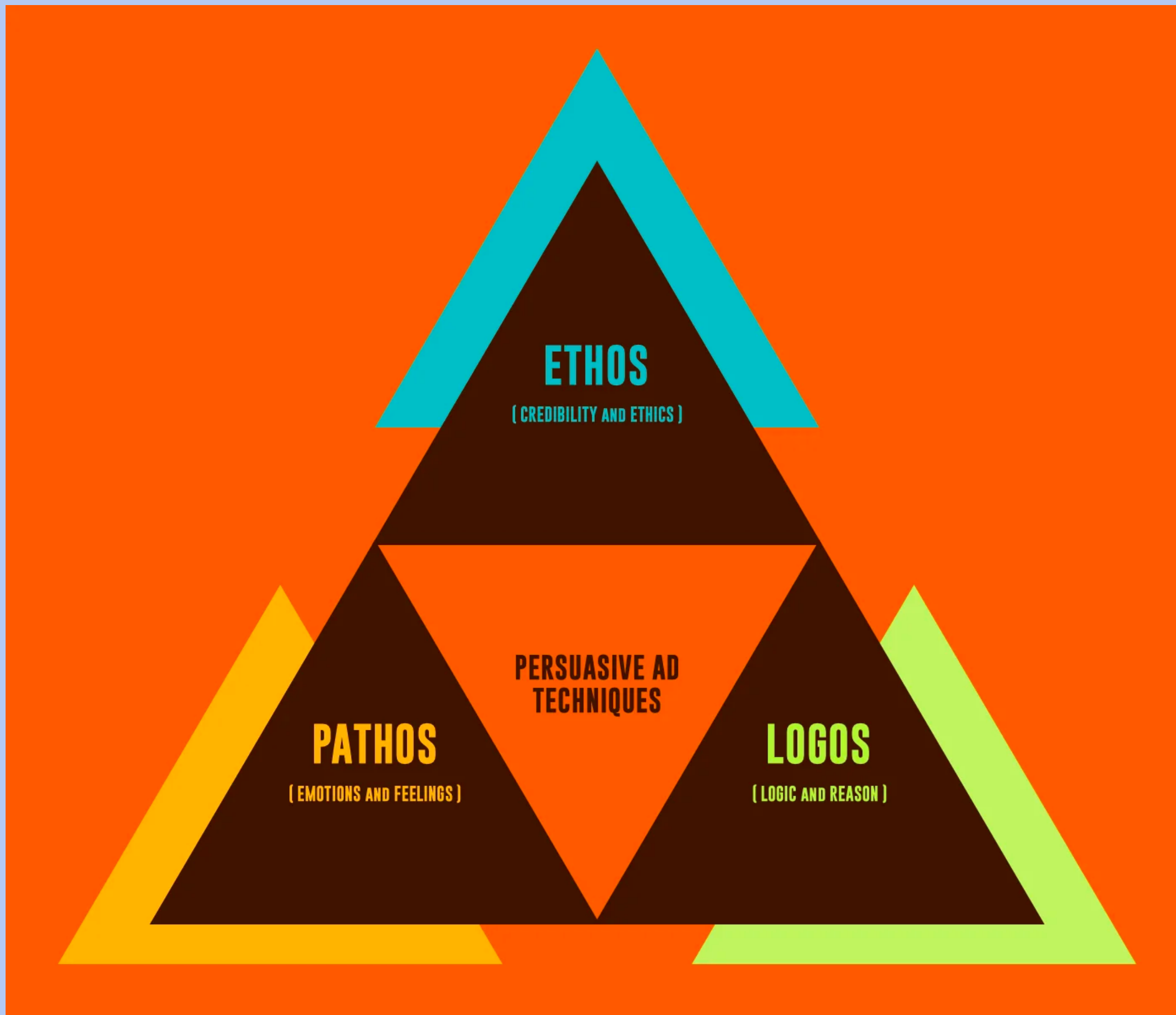
Ρητορική

Η τέχνη της χρήσης των λέξεων με συγκεκριμένο τρόπο με στόχο να επηρεάσουμε ή να προκαλέσουμε συγκεκριμένα συναισθήματα.

Ο τρόπος με τον οποίο επιλέγουμε να παρουσιάσουμε ένα επιχείρημα.



: <https://www.viewpure.com/Hzgzim5m7oU>



Παραδείγματα

ΗΘΟΣ

[https://www.viewpure.co
m/Sfy8UYRhmpA](https://www.viewpure.com/Sfy8UYRhmpA)

ΠΑΘΟΣ

[https://www.youtube.c
om/watch?
v=8aCYZ3gXfy8](https://www.youtube.com/watch?v=8aCYZ3gXfy8)

ΛΟΓΟΣ

[https://www.youtube.co
m/watch?
v=20EPGf9KgWE&featur
e=share](https://www.youtube.com/watch?v=20EPGf9KgWE&feature=share)

Η σημασία του ακροατηρίου

Πολλές φορές το κοινό μας είναι εκείνο που "αποφασίζει" ποιες ρητορικές τεχνικές θα ακολουθήσουμε, πώς θα συνθέσουμε και πώς θα παρουσιάσουμε τα επιχειρήματά μας.

Ρητορικές Πλάνες

<https://www.informationisbeautiful.net/visualizations/rhetological-fallacies/>



Rhetological Fallacies - A list of Logical Fallacies & Rhetorical Devices with examples

An interactive list of logical fallacies & rhetorical devices with examples. In nine languages. Never be duped again!

Information is Beautiful / Mar 27, 2012



MADE \$20 MILLION
PAID 14% IN TAXES

SOURCE: WALL STREET JOURNAL, 1/24/12; CBS NEWS, 1/17/12

Οπτική Ρητορική

Πώς μεταφέρεις ένα μήνυμα ή φτιάχνεις ένα επιχείρημα
χρησιμοποιώντας εικόνες

Visual Rhetorics

Detail dump. Write down everything you notice in the ad. Take note of every color, every object, and every detail. Don't worry about what things mean yet; just notice what's there. Remember—advertisers put all of these things in on purpose.

Figure out the importance. Now ask yourself, "Why did the advertisers choose to include these things in the ad?" Write down what you think, and go with your gut instincts.

Consider the motive or message. Why did the advertiser make this ad? (Is it to sell something? To inspire people to action? To stop people from doing something? etc.) Just like every good essay has a central message or argument, every good ad also has a central message. Think about this message, and consider how all of the details in the ad help to support and reinforce that central message or idea.

Consider the audience. Think about the advertisers' intentions. What kind of people did they make this ad for?

RED

MEANS:

passionate
active
EXCITING
bold energy
youthful
physical
PIONEERING
leader willpower
confidence
ambition
POWER

BRANDS:



PINK

MEANS:

love **calm**
respect
WARMTH
longterm
feminine
intuitive **care**
assertive
sensitive
NURTURE
possibilities
UNCONDITIONAL

BRANDS:



PURPLE

MEANS:

DEEP
creativity
unconventional
original
stimulation
individual
WEALTHmodesty
compassion
DISTINGUISHED
respectable
fantasy

BRANDS:



NAVY

MEANS:

trust order
LOYALTY
sincere
authority
communication
confidence
PEACE integrity
control
responsible
success
CALM masculine

BRANDS:



GREEN

MEANS:

BALANCE
growth
restore
sanctuary
EQUILIBRIUM
positivityNATURE
generous
clarity
prosperity
good judgement
safetystable

BRANDS:



BLUE

MEANS:

spirit
perspective
CONTENT
control
rescue
determination
self-sufficient
modern goals
awarePURPOSE
OPEN
ambition

BRANDS:



ORANGE

MEANS:

INSTINCT
WARMTH
gut reaction
optimistic
spontaneity
extrovert
socialNEW IDEAS
FREEDOM
impulse
motivation

BRANDS:



boutique





NO one's chili Ketchup like **Heinz**

