Anita SCHIRM

Figures of Speech and Image Configurations in Advertising

This presentation investigates figures of speech and image configurations that appear in billboard advertisements, aiming to explore how these contribute to successfully influence viewers. Billboards present complex texts combining images and words. Their power to attract attention, however, is not primarily due to the linguistic signs but the images, since the latter allow for faster processing and easier recall, being also capable of triggering deeper impressions and emotions; images are also stored in memory longer than linguistic signs (cf. Móricz and Téglássy, *Kreatív tervezés a reklámban* [Creative designing in advertisements] 1999). In the research reported on in the presentation, the author has used Phillips and McQuarrie's 2004 typology of visual rhetorical devices in order to analyze linguistic and image manipulation strategies on a corpus of advertisements of recent years (collected by the author) and to demonstrate the most important semiotic and pragmatic characteristics of communication in today's advertising.

Anita SCHIRM received her PhD with Sub Auspiciis distinction in linguistics from the University of Szeged in 2011. She is an assistant professor at the Department of Hungarian Linguistics. Her main research interests are pragmatics and discourse analysis. Her recent works include analyses of discourse markers and pragmatic aspects of new communication methods like billboards and hoax e-mails. Selected main publications include: Pictorial Irony in ARC Billboards, in András Benedek and Kristóf Nyíri (eds.): *Visual Learning, vol. 3*, Frankfurt: Peter Lang, 2013; The Role of Questions in Talk Shows, in Marta Dynel (ed.): *Advances in Discourse Approaches*, Cambridge: Cambridge Scholars Publishing, 2009. Homepage: www.schirmanita.hu. E-mail: schirmanita@gmail.com.