

**Zsófia ILLÉS**

*Analogy and Persuasion in WWF Campaigns*

Pictures are pivotal elements of persuasion and argumentation in advertising. In my presentation by analysing the environmental and wildlife saving campaigns of the World Wild Foundation (WWF) and their use of visual arguments in persuasion I will inquire whether the visual elements are sufficiently efficacious in themselves or the slogan parts are also indispensable. The campaigns I analyse use analogy as the main argumentative device. I will focus on two types of WWF campaigns. First, I will scrutinize campaigns where the visual instruments as argumentative tools are persuasive enough on their own. Then I will also scrutinize some campaigns where the visual instruments are effective with the aid of the slogans only. The aim of my presentation is to identify the reasons why some visual elements need an explanation, that is, why they need to be amended by a slogan, and why others do not need that.

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