

## Pemanfaatan Retorika Visual dan Verbal dalam Iklan

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=131505&lokasi=lokal>

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### Abstrak

Today, our society is overloaded with many kinds of information, including advertisements. In order to create or develop an effective and attractive advertisement, we as designer, could use a verbal and visual rhetoric to convey our messages. Rhetoric itself is a principle or guide to develop messages. It plays in two language levels, which is 'language proper' and 'figurative language'. By using verbal and visual rhetoric, messages conveyed in advertisements could be more imaginative, clever and innovative.