

English Summary

Semiotics are frequently used in advertising to signify an advertiser's message through the use of signs or symbols. Semiotics, is the study of signs, symbols, and signification. It is also the study of how meaning is created. Visual semiotics is a new branch of the field of semiotics originated in 1990's and visual metaphors are one of the tools to create visual semiotics.

This research studies the subject of metaphor as an aesthetic and expressive tool that has existed since ancient times. This term has gravitation a group of conceptual formats. The average reader may think that the limits of metaphor are simple in terms of understanding, but the reality proves the opposite, and the nature of the advertising message is clear, to double its attendance and impact on the recipient (the viewer).

The research is based on the analytical descriptive approach, due to its suitability to the topic of the current study, and because it follows the possibility of more accurate analysis procedures in order to achieve the goal of the research to shed light on the role of visual metaphors as one of the most powerful persuasion techniques in the field of advertising communications.

This research consists of three chapters. In the first chapter discusses the concept of visual thinking and the visual image. Through two sections, the first of which is: the emergence of visual thinking and its concept, and discusses metaphorical as a means of visual thinking. The human mind thinks metaphorically most of the time and without the person knowing that he is doing so. Our abstract thinking is metaphorical thinking, and it can be called metaphorical thinking or representational thinking, and we can only think metaphorically, and metaphorical form frameworks for thinking through which we receive ideas and information and absorb them, that is, we think about metaphors (similarities, metaphors, Metonymies...) that allow us understanding things in a fluent, flexible and original way. The second section focused on the concept of the visual image. It explores the concepts behind the application of visual semiotics in image analysis. It also reviews the importance of the image in advertising as an essential element in influencing the consumer emotionally, as advertising relies

primarily on arousing Sentimental emotions for the recipient, not just mental persuasion. Hence the importance of the visual image effect in advertising as a visual message through which the designer can deliver an advertising message with a high total value that contributes to consolidating the mental image of the advertisement to the recipient. This interaction that takes place between the recipient and the image takes place within the framework of visual knowledge and visual thinking. In addition to a simple explanation of photomontage and its techniques, image transformation and the different techniques of transformation.

The second chapter covers everything related to metaphor. It has been divided into three sections: the first: metaphor and everything related to it in terms of definition and theories. Then, the emergence and types of visual metaphor and the role of perceptual features in metaphorical understanding were discussed, followed by the second section dealing with the term persuasion by defining it linguistically and idiomatically, and mentioned the theories of the persuasion process and its strategies, in addition to the impact of the visual metaphor in advertising persuasion, to conclude the chapter with the third topic, which dealt with metaphor transformations in the visual system.

The third section, which represents the applied side of the research, concludes all of the above in projecting and analyzing within specific controls for a group of selected models that follow the method of visual metaphor in presenting its message, followed by a review of the researcher's scientific experience.

Certainly, the research ends with a conclusion that summarizes all of our findings.