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"Visual Persuasion" is an exploration of the uniquely visual aspects of advertising. By virtue of their ability to simulate the appearance of the physical world, pictures can become surrogate objects of desire or emotions which ads subsequently associate with products.

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The advertiser uses pathos in the advertisement by evoking emotional feelings especially from the men. To get the male side of the equation, the advertiser draws attention as well as interest, by the use of a striking, attractive young lady on the right side of the advertisement, in bright colors to draw attention to a bottle of whiskey that is right in the center of the page.

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