List of Figures

Figure 1: Maggi Advertisement (Source Google Images) ........................................... 3
Figure 2: Classification Of Advertisements............................................................ 7
Figure 3: Elements Of A Print Advertisement....................................................... 8
Figure 4: Mc.Quarrie & Mick’s Taxonomy Of Rhetorical Figures In ............ 13
Figure 5: Expanded Taxonomy Model (Source Huhmann, 2008)..................... 15
Figure 6: Creative Strategy For Creating An Appeal ........................................... 16
Figure 7: Advertisements Of Teen Pregnancy Prevention Campaign (Source Google Images) ............................................................. 18
Figure 8: Advertising Campaign Of Easy Jet Airways ........................................ 19
Figure 9: Volkswagen Advertisement (Source Google Images) ......................... 21
Figure 10: Rhetorical Modes, Genres And Categories ....................................... 28
Figure 11: Examples Of Advertisements From The Past ................................... 32
Figure 12: Example Of Tourism Advertising By Mr. Anitabh Bachhan ........... 33
Figure 13: Fill It, Shut It And Forget It Campaign (Source Google Images) 33
Figure 14: Examples Of Advertisements That Captures The Minds Of Readers............................................................................................................ 35
Figure 15: Mc.Quarrie’s Taxonomy Of Rhetorical Figures In Advertising .. 37
Figure 16: Expanded Taxonomy Model (Source Huhmann, 2008)................. 41
Figure 17: Heinz’s Example For Visual Rhetoric (Source Google Images) ... 53
Figure 18: Volkswagen’s Advertisement To Show The Verbal Rhetoric (Source Google Images) ................................................................. 55
Figure 19: Brand Identity Model (Aaker, 1996) ................................................... 64
Figure 20: Examples Of Advertisements Showing Brand As A Symbol ....... 66
Figure 21: Examples Of Visual Imagery Which Are Metaphorical ................. 67
Figure 22: Taxonomy Of Rhetorical Figures In Advertising (Source Mc.Quarrie & Glen Mick, 1996) ................................................................. 69
Figure 23: Expanded Taxonomy Model (Source Huhmann, 2008)............... 71
Figure 24: Brand Identity Model (Aaker, 1996) ................................................... 72
Figure 25: Mc.Quarrie & Mick’s Taxonomy Of Rhetorical Figures In Advertising (Source Mc.Quarrie & Mick 1996) ........................................ 78
Figure 26: Expanded Taxonomy Model (Source Huhmann, 2008)............... 78
Figure 27 Clearly Shows The Evolution Of Final Gaps In Literature Review .................................................................................. 80
Figure 28: The Research Onion (Mark Saunders, Philip Lewis And Adrian Thom Hill, 2006) ........................................................................... 85
Figure 29: Components Of Research Onion As Followed In The Present Study ................................................................. 88
Figure 30: Detailed Research Plan For Achieving Objective 1 ................. 94
Figure 31: Steps In Rhetorical Analysis Method (Ott & Mack, 2013) .......... 95
Figure 32: Detailed Research Plan For Achieving Objective 2 ................. 118
Figure 33: Advertisements By Different Brands In The Selected Sample In Numbers & Percentage ................................................. 121
Figure 34: Steps In The Rhetorical Analysis Approach .......................... 125
Figure 35: Schemes And Tropes Used In The Selected 43 Print Advertisements Of Automotive Advertisements In Numbers & Percentage ............................................................... 132
Figure 36: Nissan Sunny’s Advertisement Using The Figure Of Speech Assonance (Source Afaqs) ................................................. 135
Figure 37: Volkswagen’s Advertisement With The Tagline Attention Assist And Nissan Evalia’s With Tagline Slides Like Music (Source Afaqs) ........................................................................ 136
Figure 38: Number And % Of Advertisements That Used The Figurative Mode Of Schemes & Rhetorical Operation Of Repetition In 8 Advertisements ................................................................. 137
Figure 39: Number & Percentage Of Advertisements That Used Schemes Reversal And Repetition ......................................................... 141
Figure 39: Advertisement Of Fiat Using Both Scheme Repetition & Reversal (Source Afaqs) ............................................................. 142
Figure 40: Number & % Of Advertisements That Used Tropes Substitution And Tropes Destabilization In The Selected Advertisements . 144
Figure 41: Advertisement Of Volkswagen Using The Rhetorical Operation Metonym (Source Afaqs) ................................................. 148
Figure 42: Advertisement Of Nissan Micra Using The Rhetorical .......... 149
Figure 43: Number & % Of Advertisements That Used The Figurative Mode Of Tropes & Rhetorical Operation Of Destabilization .......... 150
Figure 44: Percentage Of Advertisements That Used The Figurative Mode Of Tropes & Rhetorical Operation Of Destabilization .......... 155
Figure 45: Advertisement That Used Both Trope Substitution And ....... 156
Figure 46: Number & % Of Advertisements That Used Both Schemes & Tropes ........................................................................... 160
Figure 49: Distribution Of Figures Of Speech Used In The Selected Print Advertisements Of Automobile Industry (2010-2013) In % And Numbers................................................................. 162

Figure 50: Advertisements That Fell Under Schemes, Tropes And Schemes & Tropes................................................................. 166

Figure 51: Demographic Profile Of Respondents-Male & Female .......... 168
Figure 52: Graphical Representation Of The Demographic Profile......... 169
Figure 53: Brand Identity Model (Aaker, 1996) ........................................ 186
Figure 54: Rin Advertisement Showing The Visual Imagery Using The Metaphor ........................................................................... 187

Figure 55: Brand Identity Model With The Inclusion Of Figures Of Speech In The Brand As Symbol Along With Visual Imagery And Metaphor ................................................................. 188

Figure 56: Brand Identity Model With The Inclusion Of Figures Of Speech In The Brand As Symbol Along With Visual Imagery And Metaphor. ................................................................. 189