



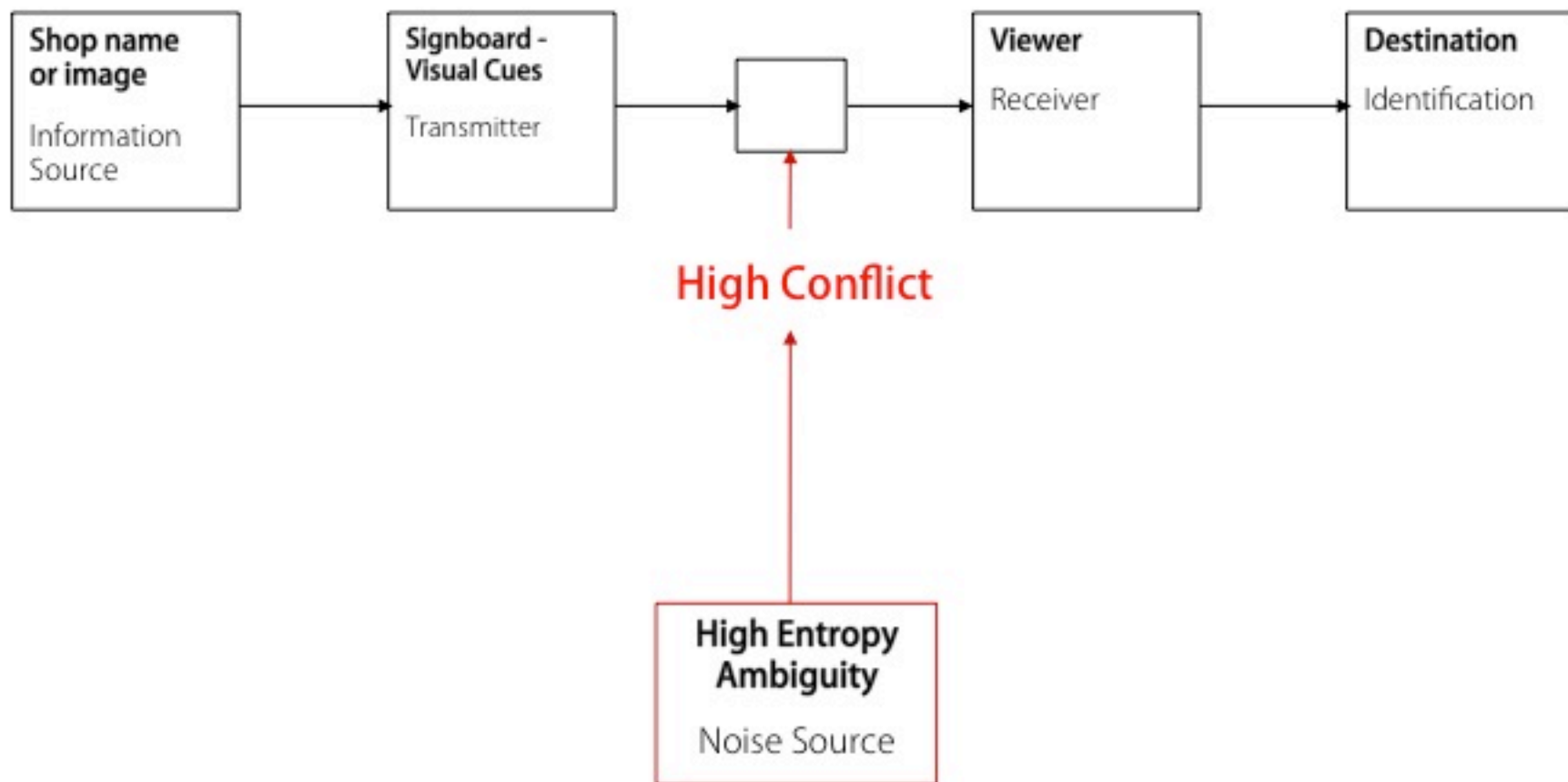
Understanding Richness

a new typology of Visual Cues in signs

Nanki Nath and Ravi Poovaiah



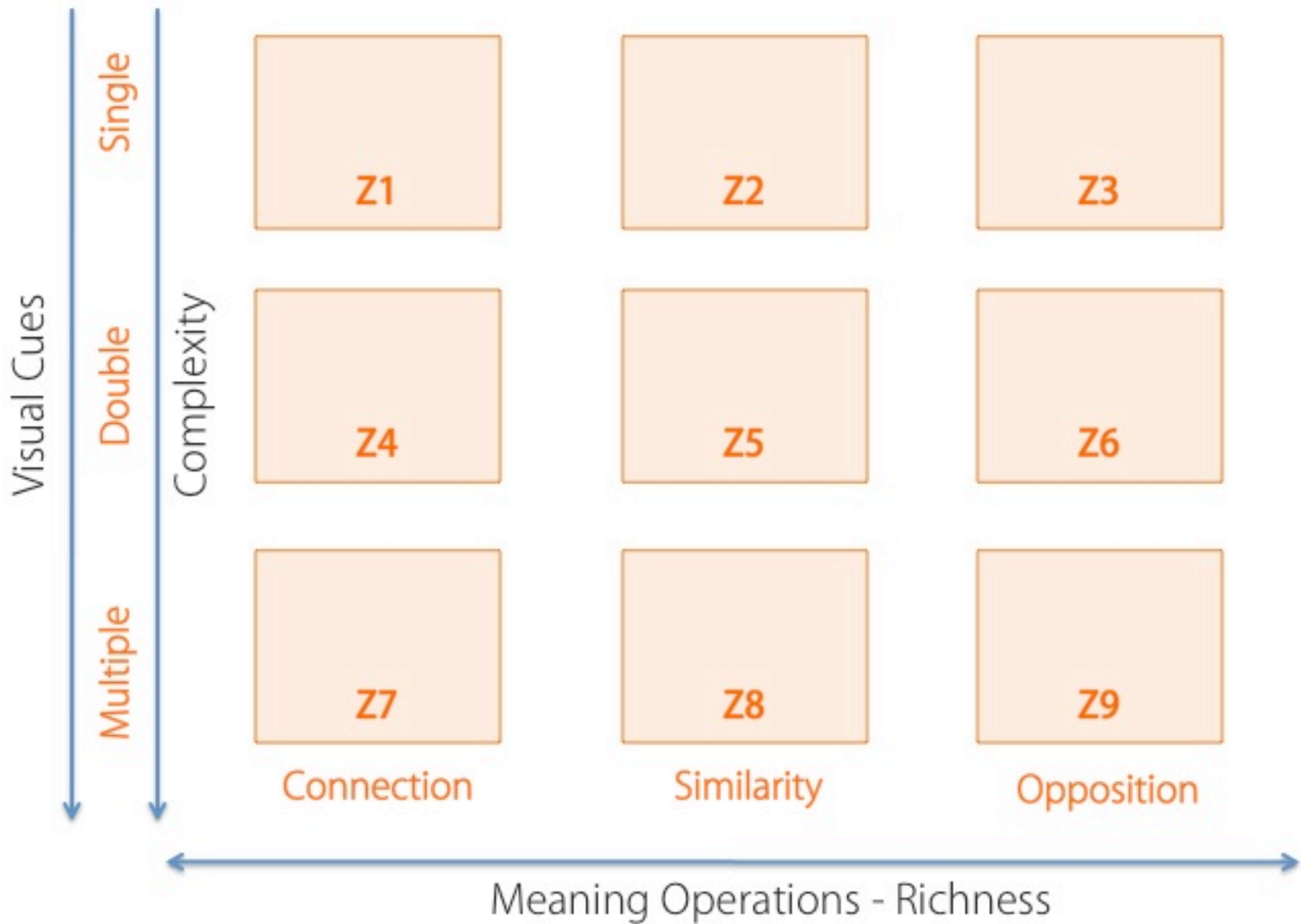
Information Theory - Identification on signs



Information identified correctly or incorrectly
Aid in learning how to communicate in better ways

Conceptual basis of the Typology







CHITRANGANA FAB

“The degree and range of processing opportunity afforded by the various meaning operations. An operation is richer if the instructions for inference that it provides allow for a larger number of alternative responses. Richness is thus a matter of ambiguity, not in the negative sense of opacity or confusion, but in the positive sense of multiplicity and polysemy.”

- Philips and Mc Quarrie (2004:120)

Visual Cues



Single Cue



Double Cue



Multiple Cues



Connection



Similarity



Opposition

Specific contexts

Cultural / other influences

Preservation
(symbols, traditions and beliefs)

Shared features

Meanings – Material
Core – Depictions

Harmony and
Consistency

Distinction

Intension v/s Inference

Newness












Word meaning \longleftrightarrow Linguistic Metaphor



Word meaning \longleftrightarrow Similarity and Opposition MO

Table 1

| | | Meaning Operations; RICHNESS | | |
|-------------|--------------|---|--|---|
| | | Connection | Similarity | Opposition |
| Visual Cues | Single Cue |  <p>Z1</p> |  <p>Z2</p> |  <p>Z3</p> |
| | Double Cue |  <p>Z4</p> |  <p>Z5</p> |  <p>Z6</p> |
| | Multiple Cue |  <p>Z7</p> |  <p>Z8</p> |  <p>Z9</p> |

Conclusions



Symbolic depictions envisage more hidden qualities

Use of Effective Information instead of redundant information

Novelty

Kaplan, S. 1992. 'A Conceptual Analysis of Form and Content in Visual Metaphors' *Communication* 13: 197-209

McQuarrie and Mick. 1992. 'On Resonance: A Critical Pluralistic Inquiry into Advertising Rhetoric'. *Journal of Advertising Research* 19(2): 97-180

Philips and Mc Quarrie. 2004. 'Beyond Visual Metaphor: A new typology of visual rhetoric in advertising.' *SAGE Publications* 4(1/2): 113 – 136. Available www: <http://mtq.sagepub.com/content/4/1-2/113> (accessed 23 January, 2011)

Thank You for listening!

Discussi😊ns...