

**IMAGING IN ADVERTISING: VERBAL AND VISUAL
CODES OF COMMERCE**

Noel Coverson

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Imaging in Advertising explores how the verbal and visual work together to build a discourse of advertising that speaks to audiences and has the power to move.

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Fern Johnson Ph.D. | Faculty | Clark University

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Imaging in Advertising: Verbal and Visual Codes of Commerce Fern L. Johnson. The dominance of advertising in everyday life carries potent cultural meaning.

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Visual communication is the conveyance of ideas and information in forms that can be seen. Green World explores contemporary environmental issues with the goal of guiding artists to create informed, responsible works of positive social change. This hands-on class will guide participants through the essentials for becoming an Impact Producer by identifying key skills and goals.

These includes slide projectors, PowerPoint presentations, overhead projector. The interview is at the heart of the documentary film and many forms of media programming, print journalism and theatrical performance. Footpaths and trails e. Organized groups of congregations with differing and unreconciled systems of beliefs; crucial divergences in dogma; organization of sects or denominations e.

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