

HOW DO CUSTOMERS DIGEST PICTORIAL ADS FROM A PSYCHOLOGICAL PERSPECTIVE?

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ABSTRACT

The current research aims at identifying the degree of understanding that customers may hold for non-verbal advertisement based on the picture that the ad represents. The variables of the study consisted of non-verbal skills which are observational skills, attending behavior, empathy, and body language. A mixed approach between qualitative (open ended questions) and quantitative (questionnaire) was distributed to a convenience sample of 56 individuals. The author retrieved 56 properly filled questionnaires. The results of the study showed a positive influence of the four variables on the degree of understanding non-verbal advertisements among participants. In the quantitative part, the most influential variable was the attending behavior followed by empathy. In the qualitative element it appeared that observational skill was more apparent in the answers of respondents. This finding can be attributed to the visual rhetoric scheme that might have taken place within the pictures presented.

JEL: M3

KEYWORDS: Non-Verbal Ads, Communication, Marketing, Pictorial

INTRODUCTION

Communication is a process of transferring thoughts, ideas, words, meanings, and suggestions through various means. It is an informative process that aims to deliver a certain idea to another party in a suitable, understandable, and vivid way (Losee, 1999). Since the very first ages of humanity, humans have used various ways to communicate and establish mutual thoughts and ideas between each other (Cambridge, 2002). Generally speaking, scientists state that communication among humans have gone through many stages which have helped in delivering the communication process in its recent method. These phases included signs and signals, speech, writing, print and electronic communication methods (Lowery & Defleur, 1988).

According to Kilyeni (2009), communication is a means of marketing. Nowadays, people are more reliant on the idea of marketing and advertising to get to know a certain idea or be convinced to take a certain type of action and attitude. Recent communication and marketing trends have appeared more reliant on the concept of non-verbal (no text) advertisements. This type of advertisement doesn't have any text and totally depends on pictures and images to deliver a notion to the customer. Kress and van Leeuwen (1996) tackled the issue of non-text communication through marketing in which the delivering party depends on visual skills rather than using words and phrases to deliver the message. Cook (1992), from another perspective, sees the concept of not using text in advertisement as a paralanguage scheme that helps one way or another to deliver an idea that is not written but rather visualized. In this current study we aim at understanding the level of digesting that customers show in a group of non-text advertisements from certain aspects: body language, attending, observation and empathy. Data from previous literature will appear in the following section, after that the analysis of the application process will take place highlighting the most influential results, after that the concluding comments of the author will appear.

LITERATURE REVIEW

Non-Verbal Communication

Sometimes, one might not be in the mood of talking, so they nod, smile, answer with a gesture, or even frown. This is actually considered a form of communication. When you smile, nod or frown at someone, you are actually communicating with them (non-Verbally) or without using words. Non-verbal communication was defined by DeVito (2002) as a form of communication that is based on not using words and verbal means. It is founded on many other actions that are based on using everything available other than words like facial gestures, wearing jewelries, and manipulating the vocal volume. DeVito argues that non-verbal communication does the same job as verbal communication and can easily deliver the message meant to be delivered which gives values to the body language and its role in non-verbal communication in general. From a human perspective, Knapp & Hall (2002) see that the human non-verbal communication appears in many forms including personal space, facial expressions, postures, eye contact, and vocals.

Skills of Non-Verbal Communication

Ambady & Rosenthal (1998) defined non-verbal communication as a form of interpreting a piece of information through many means beside language. The non-verbal communication for them is more of a behavioral scheme or an expressive attachment, meant to form a communicative area of interest. The authors present some skills attached to non-verbal communication. Those skills are leading factors in delivering the notion that needs to be delivered non-verbally. Ambady & Rosenthal list the skills of non-verbal communication as follows: 1.) Channel which refers to a certain source of non-verbal behavior, 2.) Decoding which refers to the state of the apparent feelings, expressions and meaning behind the non-verbal communication, 3.) Empathy, which refers to the state of understanding what is meant behind that non verbal communication, 4.) Encoding, which refers to the response to the non-verbal communication in the same tool, 5.) Leakage, which refers to the unintended non-verbal communications. 6.) Rapport, which refers to the relationship that built up between two individuals who are exchanging non-verbal communication, and 7.) Synchrony, which refers to the state of coordination between two individuals are interacting non-verbally. However, the basics of the non-verbal communication are the face, body, gestures, eyes and voice.

The Social Influence of Non-Verbal Communication

In every society, what people do, think, use and operate influence their community in various ways. The behavior of one person influences other persons in a society. This is called the social influence. The use of non-verbal communication in a society effects the interpersonal expectation of individuals either from one another or from the factors that are found within their society. It manipulates the power distribution, the interaction between humans, and the way people see results and feedback. It even reaches the state of manipulating peoples' minds in terms of convincing them to adopt an idea, an item or even join a certain cult. Building a brand is not something that is as easy as it sounds. When an organization wants to make a promise to its clients that the brand its manufacturing is all promising and trustworthy there have to be numerous procedures, activities, processes and campaigns that an organization has to go through to reach the status of trust and belief. This can take place through marketing, which is the process of promoting for a service or a product for the sake of selling and reaching the largest potential customers' pool available (OECD, 2012). Marketing is the communication tool along with customers in the market where the organization is seeking to reach to promote its service or product.

According to Dogan (2012), marketing is a communication tool with customers, or it is the communication tool in the retail marketing. A definition by the Direct Marketing Association (DMA) presented the marketing process as a form of communication with an individual or group of customers which takes place

through the direct order or the direct request from the pool of the potential customers. They add that what makes marketing a communication tool is the fact that it uses communication means like telephones, TVs, radio, printing, and direct marketing like the door-to-door marketing processes. From that point, we trustfully define marketing as a form of communication that takes place within a certain set of behavior and in accordance with a specific aim that the organization needs to fulfill.

Pictorial Marketing

Forceville (1996) refers to the process of communicating non-verbally as a form of metaphor; the idea is basically roaming around delivering a certain notion with the least amount of words, or without using words at all. This idea has been around for a while. It appeared in poems as a mean of portraying a certain scene that a reader can digest with the least number of words. The idea of pictorial marketing refers to the process of presenting a certain advertisement without using text, words or phrases, it mainly depends on pictures, and visual cues that are expected to deliver the message to the customer without the use of communicative and marketing phrases (Chuchu & Mahali, 2014). This form of advertisement appeared to reduce the space that some advertisements take through the process of marketing. The importance of such a form of marketing increased specifically through the last decade in which companies opt for a chance for pictures to deliver a certain message to the customer. Brierley (2002) sees that people usually spend as much as 1.5 seconds understanding a certain advertisement. Using a picture will increase the time spent on the ad and give it a chance to be established in the mind of the customer. Kress and van Leeuwen (1996) noticed that using pictures in marketing has a deeper influence on the customer after removing the burden of reading and it can increase the level of interest in a customer through the time in which the customer will be trying to understand the picture and analyze its relation to the ad and the message that it is trying to deliver. This process will somehow form a type of illustration to the idea being presented which seen to be easier on the customer and more effective to the company from a financial perspective.

Yilmaz and Taskiran (2006) pointed out that pictorial advertisement can be seen in the field of marketing as a form of “aestheticization” of the brand, meaning that pictures shown in the ad are supposed to appear pleasing, appealing, attractive or funny to the customer. This helps in turning the focus of the customer from reading a text into trying to establish a connection between the picture and the idea that it is trying to deliver. Yilmaz and Taskiran adds to the point of aestheticization in marketing, referring to it as a process based on establishing a connection between some elements seen to be influential to a certain brand. This means that, when including a aestheticization effect on a pictorial advertisement there should be a connection established between some elements seen to be in relation to the idea of the product. For example, when designing an ad for a hair shampoo and in order to give a sense of aestheticization, some elements should be found in the ad that rhymes with the idea of "shampoo" like nice scent, cleanliness, softness, beautiful hair, beautiful woman, and long silky hair. In this way a pleasing influence will be marked in the customers' mind about the product and the marketers managed to portrait the advertisement as a pleasing and pleasant one. Another example of giving a sense of aestheticization to an ad is when talking about cars. Elements that should appear in a non-text ad include speed, elegance, attention, safety, and reliance.

Dyer (1992) refers to the idea of non-text ads as a successful approach in delivering a marketing notion to a certain audience without the burden of creating a verbal (words) connection. He defines this kind of ad as a form of using objects to highlight a certain idea or refer to a certain product. Women present 90% of the non-text ads. Most beauty products, cosmetics, household products, personal needs and comfortable items are presented by women, so one of the negativities that might appear in this type of ads is the intensive exploitation of the women's body to form the needed connection. Kilyeni (2009) sees that non-text ads can be considered a form of a de-marketing technique, having a woman posing in a big white billboard with her face all bruised, blooded and cut is portrayed as an add to reject violence and work its way to the minds of people using the elements of violence, empathy, rejection and social repudiation.

Plese and Dlacic (2015) pointed out the influence of non-text advertisement is as powerful as normal ads and sometime can go beyond that. This kind of advertisement can work on a multilevel of the human psychological scheme trying to motivate aspects that might not be motivated through the traditional approach of marketing. Through the literature, and based on the examples given earlier, it was concluded that the communicative scheme is meant to be built between the customer and the company. It can be built easily and more effectively through the non-verbal ads. It can be highly motivated through body language, the expressions that a customer show, through the facial and vocal reactions made through the process of understanding.

DATA AND METHODOLOGY

In this paper, the methodology is a mixed approach utilizing qualitative (interviews) and quantitative (questionnaire) tools. The questionnaire will examine to what extent regular customers absorb and comprehend the concept behind advertisement that has no vivid verbal communicative words. The interviews will be Semi-structured based on grounded theory. This implies the interviews represent a qualitative method of inquiry that combines a pre-determined set of open questions (prompt discussion) with the opportunity for the interviewer to explore particular themes or responses further. The study takes place in Jordan/Amman during 2015. The author meets individuals and ask them to fill the questionnaire and answer its questions in their own comfort. The theory behind the research is grounded theory which is inductive in its nature, sometimes refers to as a qualitative approach. A general theory aims to understand a certain tendency in a set of research procedures which aims at leading to a conceptual research answers. Grounded theory was defined by Galser and Strauss (1967) as "The discovery of theory from data systematically obtained from social research". It is widely known that the grounded theory is desired for social research which helps in understanding the nature of groups and their behavior in reference to a certain set of influences and motivators (Crooks,2001). Glaser (1978) sees grounded theory as the ability to tell you exactly what is going on through a set of processes that can be applied on a certain social set. According to Charmaz (1995, 2000) there are many characteristics for grounded theory among them: 1.) the collection and analysis of data can be done simultaneously, 2.) there can be a developing of codes and categories derived from the data, 3.) the data can prevail some social processes of thinking, and 4.) it is inductive in its nature. The current research study is developed in order to examine the following hypotheses:

There is a statistically significant influence in understanding non-verbal ads attributed to body language.

There is a statistically significant influence in understanding non-verbal ads attributed to observational skills

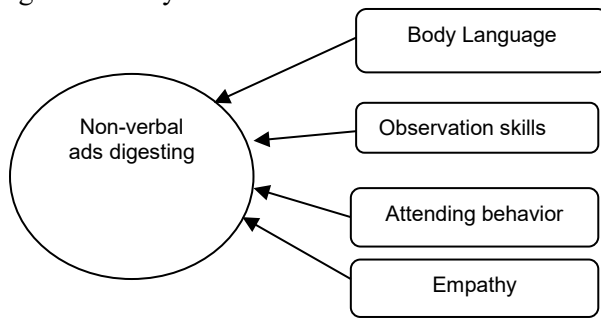
There is a statistically significant influence in understanding non-verbal ads attributed to attending behavior

There is a statistically significant influence in understanding non-verbal ads attributed to empathy.

The research took place during the last quarter of 2015. The author developed the tool of the study based on given variables. The author followed the BERA (2011) ethical approach in dealing with the sample of the study. Participants were free to participate in the study or to withdraw and every person was aware of the topic which being examined in the study. The sample was convenient from universities, malls, and commercial complexes. Some 80 questionnaires were distributed, and 56 questionnaires retrieved were fully and properly filled. After classifying the questionnaires, the author entered the data into SPSS and completed the needed statistical processes. These statistical processes were meant to present numerical data and process these numbers into words which had the ability to achieve the study's hypotheses.

Based on the previously mentioned aspects of non-verbal communication in all its forms, and as a trial to connect between the non-verbal communication skills and the use of the non-verbal communication in marketing, the current research seeks to understand the extent of individuals' understanding of the non-verbal ads through a group of chosen skills. These skills are: Body Language, Observation skills, Attending behavior and Empathy. This research aims to understand and examine how customers employ these skills in understanding non-verbal advertisements. The model in Figure 1 was developed to from the overall connection between the variables of the study.

Figure 1: Study Model



From the model, it appears that four variables have an influence on the degree of people understanding and digesting the notion behind the non-verbal ads used recently as a marketing approach. The tool of the study was a mixing between questionnaire and open ended questions that are to be answered in reference to a certain type of ads attached to the interview. The interviewer was not to help the interviewee in answering any of the open ended questions. The questionnaire was statistically processed while the open ended questions will be analyzed qualitatively based on the given variables: body language, attending behavior, observation and empathy. The study depended on a convenience sample of individual from universities, malls, and office complexes. A total of 80 questionnaires were distributed and 80 interviews were held. Some 56 of them were retrieved and the analysis was done based on 56 individuals.

RESULTS

An analysis of the questionnaire and the interview will be presented in two sections. The first section presented the statistical results of the questionnaire. The second section presented the analysis of interviews attached to the ad under examination. The questionnaire consisted of two parts. The first part was paragraphs divided in accordance with the study variables. The answer was built on a Likert (5) scale. A Cronbach Alpha test was used to ensure the instrument's reliability. The value was = 0.803 for the questionnaire. All values are accepted since they are more than 0.60 (Sekaran, 2003).

Frequency and percentages were computed for the sample's characteristics. The first results are presented in Table 1. Table 1 shows that 57.1% of the participants were females compared to 42.9% who were males which highlights that females were more interested in participating in the study.

Table 1: Frequency and Percentages of the Sample According to Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	24	42.9	42.9	42.9
Female	32	57.1	57.1	100.0
Total	56	100.0	100.0	

This table shows summary statistics of the gender of study participants.

Table 2 shows that 42.9% of the sample which participated in the study were from the age group 17-22 years and 33.9% for the age group of more than 29 years.

Table 2: Frequency and Percentages of the Sample According to Age

	Frequency	Percent	Valid Percent	Cumulative Percent
17 – 22y	24	42.9	42.9	42.9
23-28y	13	23.2	23.2	66.1
More than 29y	19	33.9	33.9	100.0
Total	56	100.0	100.0	

This table shows age distribution of study participants.

Table 3 shows the educational level of participants. The table shows that 76.8% of the sample was held a bachelors degree holders followed by a low percentage of 12.5% of diploma.

Table 3: Frequency and Percentages of the Sample According to Educational Level

	Frequency	Percent	Valid Percent	Cumulative Percent
Diploma or less	7	12.5	12.5	12.5
Bachelor	43	76.8	76.8	89.3
High studies	6	10.7	10.7	100.0
Total	56	100.0	100.0	

This table shows the education level of study participants.

Hypotheses Testing

In testing the hypotheses of the study the following results were found. There is a statistically significant influence in understanding non-verbal ads attributed to body language. Simple regression is used to test above hypothesis. We found that a calculated (F) value is significant at the (0.05) level. This means the null hypothesis is rejected. This in turn means that there is a statistically significant influence in understanding non-verbal ads attributed to body language with moderate Pearson correlation 0.407.

There is a statistically significant influence in understanding non-verbal ads attributed to observational skills. Regression results show a calculated (F) value is significant at the (0.05) level. This means the null is rejected. This in turn means that there is a statistically significant influence in understanding non-verbal ads attributed to observational skills with moderate Pearson correlation 0.30

There is a statistically significant influence in understanding non-verbal ads attributed to attending behavior Our regression results show a calculated (F) value which is not significant at the (0.05) level. This means the null hypothesis is accepted. This in turn means there is no statistically significant influence in understanding non-verbal ads attributed to attending behavior with low Pearson correlation 0.14.

There is a statistically significant influence in understanding non-verbal ads attributed to empathy. Simple regression shows a calculated (F) value of significant at the (0.05) level. This means the null is rejected, which means that here is a statistically significant influence in understanding non-verbal ads attributed to empathy with low Pearson correlation 0.281.

Descriptive Analysis

The study consisted of four main variables (body language, observation skills, attending skills and empathy). Through the analysis of these variables it appeared that the most influential is (attending behavior) which refers to the fact that people actually have given time to the ads which were exposed to

them and spent time trying to connect the pictures in the ads with the meaning hidden behind them. This can be seen as an indicator of the influence of non-text ads on the attending behavior of respondents. Some respondents were able to figure out the brand behind the ad exposed to them, sometimes the idea itself or the promoting notion that is meant to be employed in the advertisement. There also appeared some the attending behavior elements like eye contact, posture of respondents, vocal expressions which rhymed with their attitude towards the ad, facial expressions. The posture of the respondents also played a role in increasing the level of the attending behavior through the application.

Following attending behavior, empathy which revolves around understanding and sharing the feeling that is being developed by the ad, was apparent in the process of application but lesser than attending behavior. Not all respondents shared their feelings and attitudes with others. Many kept their feelings to themselves, or expressed their feeling in ways not strictly understandable for others. For example, some people who held a negative attitude regarding the product chose not to spend time understanding the ads. Others answers were negative while some people took the liberty to share and clear out what they see and feel.

The nature of analysis of the open questions was psychoanalytical in its approach. The main aim was to understand customer orientation in understanding the way they see ads without any verbal use. The idea of psychoanalysis is an arrangement of mental and psychotherapeutic hypotheses and related strategies, made by Austrian doctor Sigmund Freud, stemming mostly from the clinical work of Josef Breuer and others. The hypothesis of identity association and the flow of identity advancement aides analysis through a clinical technique for treating psychopathology. Sigmund Freud's, late nineteenth century, psychoanalytic hypothesis has experienced numerous refinements since his work.

Section 2 (Qualitative Analysis)

Respondents were exposed to a group of ads which were non-verbal. They were asked questions based on their observation of the advertisements. The current section will be divided into 5 parts as per the advertisements which the respondents were asked about. Each part will highlight questions which were asked regarding the ad and the classification of the respondents' answers in reference to the four given variables of the study: body language, observation, attending behavior and empathy. For each ad, the respondents were asked the following questions: 1.) The ad is about ... (attending behavior + body language), 2.) The idea behind the ad is (observation + empathy), 3.) The connection between the ad and the product is ... (attending behavior + empathy) and 4.) Some other related questions were added in accordance with the nature of the advertisement that is being presented.

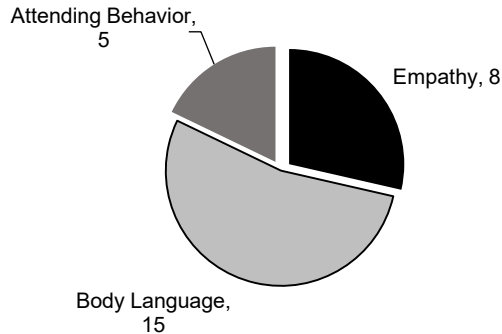
It is intended, through these advertisements, to understand how people dealt with the ads even though there were no words involved. Any reference or brand logo that might uncover the idea was removed to understand how respondents processed it in their minds.

Part 1: Hair Coloring Ad

A hair coloring product was presented for respondents. The ad contained no verbal promotion of any kind. It was a transparent shape of a woman's hair. The hair color changes in accordance with change of the time of the day from bright yellow during the day to dark black in the night. On answering the first general questions regarding the concept and the idea behind the ad we found that 84% of respondents were able to identify that the ad has to do with women hair, or had something to do with the importance of women's hair. However, only 14% were able to understand it was a hair coloring ad. Some 86% failed to comprehend the idea behind the clear space of the ad representing the change in hair color. We conclude that 84% of the respondents failed in the empathy test which resembles the state of understanding what is meant behind the clear part of the model's hair. But the managed to resemble clearly the body language read through the connection between the model on the ad and the repetitiveness of the words (beauty, beautiful). In

classifying the ad in accordance with the variables of the study the reading will appear as shown in Figure 2.

Figure 2: Classification the Hair Coloring Ad

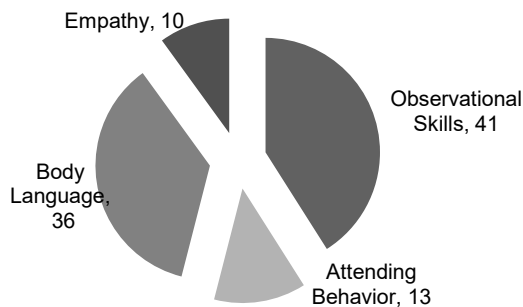


This figure shows classification of the study variables for the hair color ad.

Part 2: Clorets Gum Ad

This ad was highly rejected among respondents due to its repulsive nature. The ad represents a tongue stuck out of a mouth. The tongue appears as a fish referring to the bad smell. The idea behind the ad represents that gum in the ad can refresh your bad breath. Anybody with a bad breath is implied to have a fish like breath. The ad was found repulsive among the respondents. Here, body language took over whenever the respondent sees the ad. The repulsive nature of the ad managed to deter the respondent from giving the right answer as they didn't spend much time trying to understand the ad and the idea behind it. Some 6 percent did not answer the ad. Another 65% of respondents saw the ad as a motivation to eat fish and the benefits that the body can get from eating fish. None of the respondents managed to understand what the point behind the ad was. Not one of them mentioned that it might be related to a breath re-freshener or anything even near that. The basic idea of fish smell, stinking smell, and bad breath was reached among respondents to a certain degree. But understanding the main and right idea was unreachable for them. In this ad, observational skills in addition to body language were more apparent in reading the nature of the ads. The distribution of the answers in accordance with the variables will be as shown in Figure 3.

Figure 3: Classification the Clorets Gum Ad



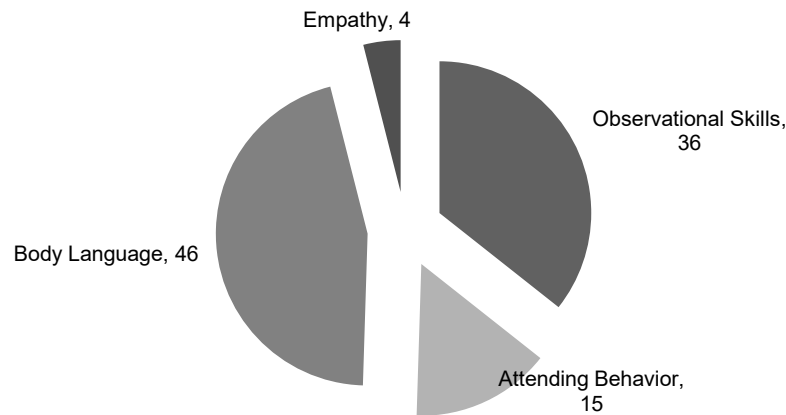
This figure shows classification of the Clorets Gum ad.

Part 3: Safety Seat Belt

In the 3rd test, respondents were exposed to an ad that represents a person seated on a car backseat and attached to rubber flyers. The ad represents the importance of the seat belt in preserving lives. The ad focused on the idea that being at the backseat of a car doesn't mean not to buckle up. The backseat is also

not safe without a seat belt. Answers to the question were based on the observational skills with a little help from the body language. Responses were divided into three categories. The first category, 23 percent of the sample, saw a commercial towards a furniture company which represented 23% percent. Another 39% saw a commercial for a cruise or travel agency. The last 38% saw a deterring idea about speeding and the dangers of speed. It might be that the last idea might take a place. But, still it didn't manage to build up the whole idea behind the ad which is not related to speed. The distribution of answers in accordance with the variables occurred as shown in Figure 4.

Figure 4: Classification the Seatbelt Ad



This figure shows classification of the seatbelt ad.

Part 4: Pasta Ad

The 4th ad provides an image of an anchor rope that holds a ship still in the sea. The rope of the anchor appeared as an ad to a pasta brand which was represented through images of people eating pasta. The rope here refers to the pasta and it gathers between how good this brand of pasta is and how important the anchor rope is the ship. Or, it might simply represent strength, fun, consistency and solidness of the pasta when eating it. Surprisingly, only 22% of respondents managed to connect between the anchor ropes in the picture and pasta or spaghetti. None of them understood the that the ad might be for a brand of pasta, they only managed to spot the connection. This is the first ad that showed a high attending behavior. The idea of the ad reminded the respondent of something that they find fun, connected to childhood and reasonable. One respondent said the ad reminded her or her childhood while another respondent said the idea of the ad is very specifically that they managed to show the two faces on the ship appear as if they are eating pasta. But, none mentioned anything related to an ad. The distribution of the answers in accordance with the variables will be as shown in Figure 5.

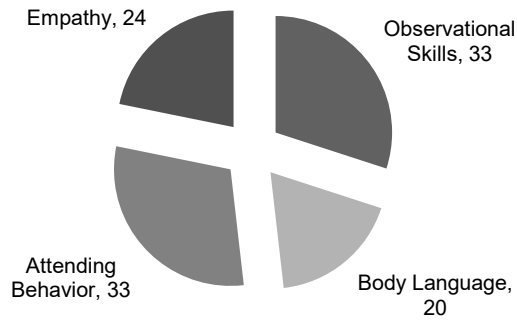
As it appears from Figure 5, there is a kind of equal distribution between the study variables. All respondents have involved the variables in judging the nature and reason behind the ad, but none managed to name the product behind it. In another meaning, the idea was clear to them, but connecting it to a certain product was rather challenging.

Part 5: Toyo Tires Ad

In the 5th advertisement, the product and the idea are crystal clear. There might not be any hidden message, as the idea was successful in delivering the idea with no deep thinking. It appeared as an octopus' legs. The tips of the octopus were changed to look like tires of a car. Some 88% of respondents managed to assign the ad to a certain product while 12% of them assign the nature of the ad as a reference to the speed of the

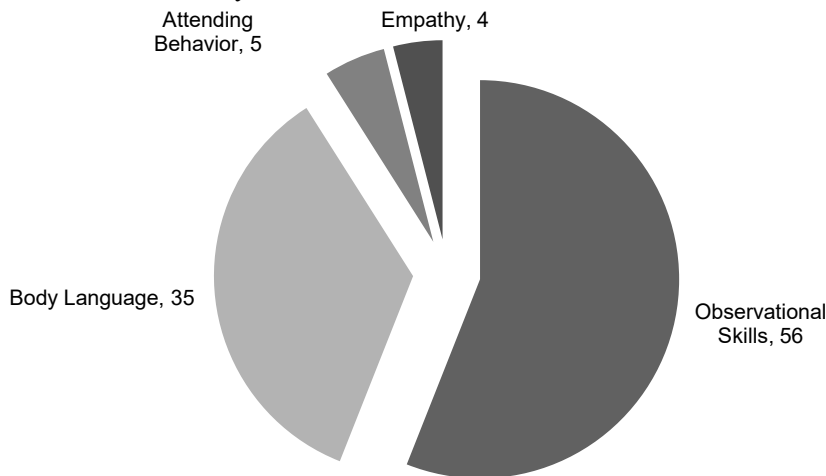
octopus. Attending behavior was rather low among respondents as they didn't need a lot of time to figure it out. Observational skills and the body language were quite high. Figure 6 highlights the distribution.

Figure 5: Classification the Pasta Ad



This figure shows classification of the Pasta Ad

Figure 6: Classification the Toyo Tires Ad



This figure shows classifications for the Toyo Tires ad.

CONCLUDING COMMENTS

From the analysis of qualitative and quantitative data we find that people's orientation was more in favor of attending behavior followed by empathy in the quantitative approach. Observation skills were most apparent in the qualitative part of the methodology. Results show that attending behavior and empathy were more apparent in the quantitative part because it wasn't based on visual skills. Rather, it depended more on personal traits that the participant had. On the other hand, observational skills appeared more in the qualitative approach because it depended on visual skills through the pictures of the ads which were presented. On that idea, Yang (2015) focused on the influence of visual skills and its role on advertising credibility. Koskal (2013) came up with the concept of visual rhetoric and its role in advertising. He states that visual skills and arts, when used in advertising, can be seen as persuasive tools that are delivered to potential customers. Through these tools, customers will be able to sense the vibes of the product through the visual skills and be convinced to take part in using the product/service. Szmigin (2006) noted that attending behavior is one of the first tools that people use when trying to figure out an idea within an ad.

Attending behavior is the most apparent element when it comes to the concept of non-text advertisement. Looking at the current research, the authors focused on understanding the nature of digestion that participants had for the advertisement that held no verbal communications. On the same track, Mzoughi and Abdelhak (2011) examined understanding the difference and impact of both verbal and visual rhetoric skills in understanding advertisements based on mental imagery. They found the difference goes for the visual rhetoric. These results match the results of the current study which came out in favor of visual skills (observational skills) more than verbal skills.

Mcquarrie and Mick (1999) came up with the same results that visual skills are more helping in understanding advertisement than verbal skills bearing in mind that the visual skill helps in the process of recalling and remembering compared. In an overall estimation, the idea of asking someone about a certain idea without a visual access differs greatly from asking them about the same idea along with a visual access. The difference appears through the visual rhetoric that participants managed to operate on the picture of the advertisement. Paragraphs of the questionnaire which contained no picture came out in favor of empathy and attending behavior as both skills don't need a visual source to maneuver them.

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