

## عنوان مقاله:

Metaphor and Allegory in Graphic Imaging

## محل انتشار:

کنفرانس بین المللی مهندسی، هنر و محیط زیست (سال: 1393)

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## خلاصه مقاله:

With the growth in universal communications, recognition of image's features, functions and its relation to the field of language has become essential. Since language has a prominent role in communication, abridgments like metaphor and allegory were created in it to make possible, a quicker and deeper understanding of a message. Considering that graphic art is defined as the art of conveying a message visually, being quick in doing so is also of great importance. Based on this, with the assumption that allegory and metaphor are employed in graphic imagery, we can follow the impacting process of these two methods in form of extra-linguistic and visual communications in the art of graphic; as that metaphor in graphics includes the category of imageries that deals with different aspects of combining images, and to some extents, surrealistic inclinations can be seen in them. In fact, in lingual metaphor and consequently in creating visual metaphors, through defamiliarization, the audience enters a new, original world, which effect sometimes stems from the effect of innovation and creativity on the audience mentality. Also in employing allegory (allegory, is the description of something, disguised as something else) in imagery, it's expected that the images have realistic aspects in their appearance that ultimately hint at deep levels of meaning, including symbols, signs and concepts, for the audience and through them it will be deciphered. The power to evoke meanings in visual conveyance of a message, in the field of allegory, is an influential and familiar force that addresses the audience with an internal and familiar feeling. In this research, through descriptive-explanatory research and comparative method, we're after the traces of these two completely opposite methods, in commercial advertising, to show expressional power of each one. It seems that, visual metaphor and allegory make complex concepts and deep levels of meaning, easy to reach, for the audience. And psychic impressions of each one, opens a door for the audience, a door to .familiar pasts and/or an unclear and interesting future

## کلمات کلیدی:

Metaphor, Allegory, Graphic Imaging

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