

# Towards A better Understanding Of Rhetorical Figures In Advertising: Advertisers And Consumers Perspectives

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## **Towards A better Understanding Of Rhetorical Figures In Advertising: Advertisers And Consumers' Perspectives**

This paper aims to provide a better understanding of how advertisers and consumers perceive rhetorical figures (RF) in advertising. While previous works studied the effects of RF on persuasion, this research contributes to the literature by focusing on the perceptions of the two concerned publics. We conducted fifteen semi-structured interviews with advertisers and fourteen with consumers. Findings identify objectives and expectations of advertisers when using RF as well as consumers' personal constructs playing a role in their appreciation. Overall, tropes (plays on meaning) are preferred to schemes (plays on structure). Consumers perceive schemes more negatively than advertisers, and advertisers remain cautious regarding complexity of some tropes. When processing RF, consumers pay attention to cleverness, amusement, complexity and estimate the amount of effort put in the creation. Professionals, for their part, tend to seek efficiency with original ads that are still easy to process.

*Key words: Rhetorical Figures, Advertising.*

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