

On the Creative Use of Literary Rhetoric in Poster Graphics

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Abstract: Literary rhetoric plays an important role in the initial teaching of associative thinking, so literary rhetoric has an inherent advantage in stimulating people's associations. Based on the exploration of the application of literary rhetoric in posters, this paper discusses the purpose of using rhetoric in poster design to make the poster more expressive, so that the viewer can more directly and clearly receive the ideas that the author intends to convey. Based on this, the paper analyzes the use of literary rhetoric in the "Life" series of environmental protection theme posters, aiming to illustrate the inheritance and development of literary rhetoric in practice, and concludes that the use of literary rhetoric in poster design is based on the principle of making expression easier to understand, while constantly absorbing and developing, to achieve the effect of integrating intuitive expression with self-feeling, which has a strong guiding significance for subsequent poster designers.

Keywords: Literary Rhetoric; Poster Graphics; Application.

1. Introduction

Associative thinking plays an important role in poster design. An imaginative poster graphic often adds a lot of color to the work and leaves a deep impression on the audience, which is conducive to the audience's analysis and understanding of the visual information in the picture, and ultimately plays an important role in making it profound and easy to remember. How to create imaginative graphics in poster design? The author believes that literary rhetoric has extraordinary advantages in this regard.

1.1. Some Problems Existing in Current Poster Graphic Design

In the learning process, the cultivation of associative ability is one of the important foundations for students majoring in art design. However, in actual practice, it is found that many people lack associative ability, which results in the works having only form but no interest and connotation, and the works lack vividness, which is not conducive to the information transmission of poster works. Literary rhetoric itself is an imaginative description of objects, which has significant associative expression. In addition, the formal and systematic associative training of Chinese people almost all starts with literary rhetoric. Therefore, the author takes this advantage and the attributes of literary rhetoric as the starting point of this article's research, and attempts to reasonably divide and summarize literary rhetoric through the analysis of its content, find its application principles and rules, master its scientific application methods, and combine it with his own design project to demonstrate the importance of literary rhetoric in strengthening the associative artistic effect of poster graphics.

First of all, the author takes how to use literary rhetoric scientifically and rationally as the research orientation. By analyzing the collected domestic and foreign cases, the author realizes that the application of literary rhetoric in poster graphics is insufficient and incomplete. Based on this, it can be found that given the limitation of poster graphics in visual display and exposure, it is difficult to produce the application

of rhetoric in the rhetorical context. In addition, the rhetorical means used in the market are not obvious, and there is no specific rhetorical context. The display without a specific rhetorical context is superficial and it is difficult to resonate with the audience in practical application.

Therefore, in today's poster design, the application of image creativity, especially literary rhetoric, needs to be strengthened and added to specific contexts, such as environmental protection series posters. Using case analysis or literature analysis, the author first consults existing research results and strives to establish a solid theoretical foundation for this study.

In conclusion, the author believes that it is necessary not only to recognize the problems in design, but also to strengthen the environment for the application of literary rhetoric in poster design to solve the problem of insufficient and incomplete application of literary rhetoric. This method provides a reference for the application and selection of various elements in poster design.

1.2. The Function and Role of Literary Rhetoric in Poster Graphic Design

After realizing the problem of insufficient application, we still need to understand that the function and role of literary rhetoric in poster graphic design are irreplaceable.

Rhetoric is the display of the style of an article. The use of rhetoric makes an article beautiful and vivid. If an article is a lively little girl, then rhetoric is her twinkling eyes, her beautiful face, her decent and generous clothes, and the exquisite bow in her hair. Common rhetoric devices include metaphor, personification, parallelism, antithesis, repetition, rhetorical question and interrogation. [1]

In the literary expression techniques, we believe that any means that make sentences more vivid, expressive and artistic are called literary rhetoric. According to the analysis of specific cases, literary rhetoric needs to be combined with a specific cultural system and the process of image transformation in a special context to produce a unified discussion and discussion. The image is a transformation of literary circumstances in a certain context. And literary

rhetoric plays a vital role in this transformation.

For example, metaphor is a metaphor, which is generally used to express the characteristics of people, things and environment. It captures the characteristics of things, communicates and connects by comparing the similarities or similarities between the characteristics of different things , and explains them in concrete and easy-to-understand language, making the things being expressed more vivid, concise, easy to understand, and concrete, leaving a vivid and deep impression on people, thus helping readers to deeply understand the relevant content. When used in posters, it is reflected in the replacement of part or all of the original objects with objects with similar appearance. As shown in Figure 1, animals are used to replace intestinal contents to convey the information that food products are healthy and original, which allows consumers to understand the products in a concrete, tangible and vivid way. As shown in Figure 2 [2], mangosteen and carrots are used to replace cups, so that consumers can directly understand the raw materials of the drinks and the health concept conveyed by the merchants.

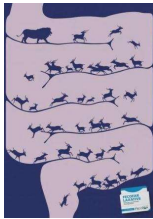


Figure 1. Posters that convey the healthiness



Figure 2. Posters designed using pictograms

Therefore, the functions and effects of literary rhetoric in poster graphic design include making posters more vivid, concise, easy to understand, and impressive. Designers can select the entry point of association through the similarities between two objects, correspond the rules of literary rhetoric to the selection of graphic elements and the expression of graphic forms, and realize the practical application of poster graphics in terms of associative power.

2. The Connotation and Creative Principles of Literary Rhetoric

2.1. Definition of Literary Figures

Literary rhetoric plays an important role in the initial teaching of associative thinking, so literary rhetoric has the inherent advantage of stimulating people's association. Specific examples: 1. Formal rhetoric - creating atmosphere: contrast - showing characteristics ; reflection - mutual reflection and contrast ; parallelism - echoing left and right ; parallelism - parallel series ; gradation - continuous progression ; repetition - repeated emphasis ; parallelism - sequential transformation . 2. Emotional rhetoric - strengthening emotions: humor - expected reaction; exaggeration - strengthening essence; synaesthesia - transfer

of perception; euphemism - indirect expression; jumping out - being proud of the extralinguistic meaning. 3. Meaningful rhetoric - sublimation of meaning: metaphor - using objects to make sense ; simile - empathetic expression ; metonymy - strengthening the image ; pun - referring to objects and borrowing meaning ; symbol - typical code .

Among the many literary rhetoric devices, six are commonly used: metaphor is defined as replacing one object with another when used as an element based on the similar characteristics of two objects; personification is defined as using people to represent things, replacing the parts similar to people with people, making the elements in the poster more vivid and vivid; symbol is defined as replacing the objects with symbols, presenting a more meaningful expression in the poster; analogy and association are both manifested in the creative application as the use of a certain feature of one object to associate with another object, and appearing at the same time or in a related manner in the poster. Pun means that the same object can express two meanings, which makes the picture more intriguing and thought-provoking in the creative application.

2.2. Basic Principles of Literary Rhetoric in Poster Creation

In literary expression, rhetoric is to master and apply the skills and rules of language use, exclude other language forms from a specific context, target specific expression content, and thus choose the most appropriate expressive language form to obtain the best expression effect.

In design, personification is the only rhetorical device that is directly related to people. This has important value and special significance for the graphic design application methods of posters . There are four commonly used application elements of personification: concrete objects, abstract concepts, words and symbols. In addition, there are three major principles for the use of personification in posters: the principle of relevance between people and objects, the principle of ingenuity of personification, and the principle of easy readability for the audience. The three commonly used application methods are: image personification, action personification, and thought personification [2]

For example, we can use text analysis and semiotics to study the posters of the May Storm movement in France in 1968. First, we can analyze and explore the sensory elements of the posters from the visual text of the May Storm posters, and we can see the ideology and struggle presented in the images. We can carefully understand the form of the posters, the production style of the posters, and the viewing context, and the influence of the printmaking techniques used in the posters in a specific context on their dissemination, and we can see the posters' practice of personification rhetoric. Then, through the discussion of rhetoric, we can analyze the personification techniques in the posters and explore the cohesion mechanism of symbols in the images, thus providing a perspective for viewing the May Storm posters (as shown in Figure 3). [3]



Figure 3. 1968 "May Storm" poster

2.3. The Formal Expression of Literary Rhetoric in Poster Graphic Design

Posters are a common form of advertising. They have considerable advantages in conveying themes, creating atmosphere and artistic expression. Graphics and titles are their main elements^[4].

By analyzing some excellent poster works, it is confirmed that graphic expression plays an important auxiliary role in poster design, and it is believed that literary rhetoric is a practical creative expression method in poster design.^[5] Usually, literary rhetoric is used as a method and posters are used as carriers to create works with a sense of form and creativity. It brings people a knowing smile and a simple and clear reading experience. Figure 4 is a creative poster with an environmental theme. It uses metaphors to compare the number of polar bears to burning candles, which serves as a warning to call on people to protect the environment and slow down the rate of global warming to maintain the number of polar bears. Figure 5 is a commercial poster. It also uses metaphors to compare the shoe body to flowing liquid, giving people a sense of smoothness, making consumers think of the comfort of shoes to achieve the purpose of promoting consumption. Only two examples are used to illustrate the formal expression of literary rhetoric in poster graphic design .

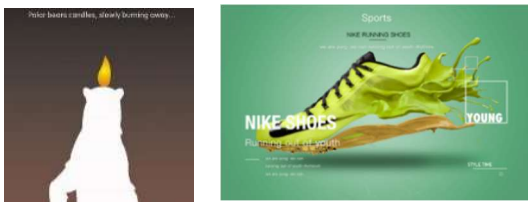


Figure 4. environmental poster Figure 5. business poster

3. The Artistic Expression of Literary Rhetoric in Posters

3.1. Concept and Connotation of the “Life” Series of Posters

This series of works is titled "Life", and its main purpose is to express concern for and value communication in promoting biodiversity. The values of this series of posters are in line with the core and concept of the Convention on Biological Diversity, and they make full use of literary rhetoric, demonstrating the importance of literary rhetoric in poster creation in a practical way.

The conception of the "Life" series of posters originated from the thinking about the essence of life and nature, and analyzed from the perspective of the balance between life and social body. Based on the harmonious unity of life and nature, the law of harmonious unity of animals and plants in nature and life is realized. Literary rhetoric is a man-made form of expression. It uses different literary rhetorical means to produce diversified physical basic expressions on the basis of image realization. For example, parallel technology produces an emphasis effect through continuous repetition, and produces a purposeful memory reinforcement effect through the continuous repetition of images, thereby producing a patterned cognition of specific memories. For the repetition and rotation of pictures, we need the ability to study their trends. When applied to the creative practice of posters, we need to master this law and apply it to practice in a reasonable way to realize the process of theoretical cognition to practice in the process of cognition.

3.2. The “Life” Posters Express the Freehand Form

The "Life" series of posters uses literary rhetoric as a tool and integrates it into the poster design. The poster elements echo each other to achieve the effect of expressing ideas with form: First, "Golden Monkey" and "Black-necked Crane" use imagination and association. The golden monkey's head is covered by a golden monkey candy. The rare animal is grafted with a household object, expressing the hope for the expansion of the rare animal species and the vigilance of losing its population, calling for the protection of the golden monkey population. The annual rings of the cross-section of the tree are associated with the water ripples, directly presenting the relationship between the natural environment and the survival of organisms. "White-fin Dolphin": The capitalized first letter of the English word "survival" is analogous to the shape of a fishhook, and the plastic bottle replaces the body of the white-fin dolphin, using the rhetoric of metonymy and pun. "Crowned Ibis" and "Tibetan Antelope" both use metaphors: connecting the fonts with pearls, combining pictures and texts in a clever way to show the preciousness of the crested ibis. The antelope horns are compared to the feathers of Sun Wukong. "South China Tiger": Flying tigers are inserted through the font, using the flashback method to express that the population has survived through history and hardships. " Brown Eared Pheasant ": uses the method of omission. "Yangtze Alligator": uses the method of omission and symbolism. "Giant Panda": uses the rhetorical device of metonymy. "Elk": uses the rhetorical device of analogy, and the bird on the antlers makes an analogy between the antlers and the trees. All ten posters use literary rhetorical devices reasonably, integrate rhetorical expressions into the design, express the connotation with exquisite ideas, and call for the protection of animals and the ecological environment in an intuitive way.

The expression method in the poster is to use the shape as a carrier to present the purpose of the expression. Taking the "Life" series of posters as an example, the pearl above the wings of the crested ibis symbolizes the preciousness of the crested ibis and the specific temperament of the creature; the vanishing point on the upper left of the crocodile symbolizes the reduction of the crocodile population and the ease of biological extinction, which arouses people's attention and protection of the crocodile population and even all creatures, and calls for greater efforts to protect creatures and punish poachers.

Therefore, the choice of rhetoric should be reasonable, consistent with the relevant background and characteristics of the things to be expressed, and used in poster design in a natural and harmonious way, so as to reflect the maximum effectiveness of literary rhetoric in poster design.

Take imagination and omission as an example. They are similar to the blank space in Chinese painting. During the Southern and Northern Dynasties in Chinese history, freehand landscape painting began to become a new type of painting and became widely popular. It mainly used mountains, rivers and lakes as its main themes and gradually became an important part of Chinese painting. Freehand landscape painting often leaves a large proportion of blank space in the picture, which is called "blank space". Representative figures include Ma Yuan and Xia Gui. Their compositions are called "Ma Yijiao" and "Xia Banbian". In ancient Chinese freehand landscape painting, "blank space", that is, imagination or

omission, is one of the common forms of artistic expression. It can be seen that when the picture has an oblique composition, you can try to use imagination or omission rhetoric to leave space for the picture, omit the original concrete things, and leave them to the viewer to complete them by themselves, so as to achieve the effect of "understanding the supernatural power".

3.3. The Value and Significance of the "Life" Series of Posters

social value and significance of the "Life" series of posters are as follows: promote the construction of an energy-saving society and gradually achieve sustainable development; strengthen the public's awareness of saving resources and protecting the environment, gradually standardize public behavior, cultivate citizens' good moral qualities, promote the formation of a good social atmosphere, guide the public to implement sustainable consumption, and encourage the public to buy and use "green products". It is conducive to the great rejuvenation of the Chinese nation and the development of the people and the country from generation to generation; it promotes the public to actively participate in public welfare activities related to environmental protection, starting from themselves and from those around them, and completing some practical environmental protection projects within their capacity.

In addition, with global warming, the slogans of low carbon, environmental protection and energy saving have spread all over the world. Posters, as one of the main forms of disseminating information and visual effects, can use rich content and creative forms to express certain visual effects. Posters with environmental protection as the theme express people's concern for environmental protection in the form of posters. This article attempts to explain the role of posters with environmental protection as the theme in promoting environmental protection from three aspects: the application and use value of environmental protection posters in environmental protection, and the impact of environmental protection posters on environmental protection. [7]

As an example of the application of literary rhetoric in poster design, in order to make the environmental protection theme poster more consistent with the effect pursued at the beginning of creation, the visual impact brought by the "incomplete graphics" is analyzed, that is, the similarities and connections between imagination and the environmental protection theme series posters . It is believed that the "incomplete graphics" should be consistent with the theme of the design, and should not destroy other design elements and publicity purposes. Under this premise, it is necessary to highlight the theme and have a strong visual impact to achieve the value and purpose of warning, education, and public welfare. [8] It is also recognized that personification and metaphor have a profound and lasting impact on people. It is very common to use such rhetorical devices in poster design. Therefore, it is easier for designers to use these two methods and produce results. It helps designers improve their empathy while improving their skills. It is a very effective practice method. The use of association in posters makes the design more interesting and eye-catching. The absurd effect is produced by chance, which makes the audience spend time to stop and have the opportunity to glimpse the concept conveyed by the designer.

4. Conclusion

To sum up, we can see that although literary rhetoric has some inadequacies in practical applications, the reasons are very clear and the solutions are very clear. We need to create a better application environment and conduct more exploration and practice in order to fully utilize rhetoric in graphic design creation.

Among many rhetorical devices, personification and metaphor play an important role, which is related to people's childhood learning experience. The deep impression makes people particularly sensitive to the personification and metaphor used in posters, which makes the connotation of posters be presented in a more vivid and easy-to-understand way.

In today's global environment, air and vegetation pollution and human destruction are rampant. Related posters should use more popular symbols to convey environmental protection themes and express them to the public in a more positive manner to awaken people's environmental awareness and survival awareness. [9]

This article presents readers with a new attempt in the field of poster design, which fully reflects the integration and communication of literary rhetoric and the formal language of poster design, and studies how literary rhetoric can expand the concept of contemporary poster design and enhance its visual effect. [10] Judging from the application prospects of the "Life" series of posters, the application of literary rhetoric in posters can promote sustainable development and has irreplaceable importance in social development. When designing environmental posters, designers should pay attention to and care about society and people, maintain a keen sense of the times, and reasonably use rhetoric tools while creating high-level and recognizable works.

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