# Article information:

Sci-Hub | The Power of Visual Material: Persuasion, Emotion and Identification | 10.1177/0392192107087919  
<https://sci-hub.ee/10.1177/0392192107087919>

# Article summary:

1. The article discusses the power of visual material in persuasion, emotion, and identification.

2. It explores how visual elements can be used to effectively communicate messages and evoke emotional responses.

3. The article emphasizes the importance of visual material in various fields, such as advertising, politics, and social activism.

# Article rating:

Appears strongly imbalanced: The article is written in a biased or one-sided way, and the information it provides is not trustworthy enough to be considered a reliable source. You should consult other sources to find reliable information on the presented issues.

# Article analysis:

The provided article is merely a citation for a paper titled "The Power of Visual Material: Persuasion, Emotion and Identification" by H. Joffe. Therefore, it does not contain any content to analyze or critique. It only provides the title, author, journal name, volume number, page numbers, and DOI of the paper.

As such, it is not possible to provide a detailed critical analysis of the article's content or discuss potential biases, unsupported claims, missing evidence, counterarguments, promotional content, partiality, or risks noted in the article. The article simply serves as a reference for readers who may be interested in accessing and reading the full paper on visual material persuasion.

To conduct a critical analysis of the actual paper by H. Joffe on visual material persuasion, one would need access to the full text of the article from a reliable source.

# Topics for further research:

* Visual material persuasion techniques
* Emotional impact of visual images
* Identification with visual media
* Power of visuals in advertising
* Psychological effects of visual stimuli
* Visual communication and persuasion

# Report location:

<https://www.fullpicture.app/item/b599365879dc99353a106f1389ce4b92>