

# Download Mental Imagery And Human Memory

Mental process or mental function are all the things that individuals can do with their minds. These include perception, judgement memory, thinking (such as ideation, imagination, belief, reasoning, etc.), volition, and emotion. Mental imagery plays a significant role in guiding how we feel, think, and even behave. These mental simulations are often guided by language, making it important to understand what aspects of language contribute to imagery vividness and consequently to the way we think. The mind is a set of cognitive faculties including consciousness, perception, thinking, judgement, language and memory. It is usually defined as the faculty of an entity's thoughts and consciousness. It holds the power of imagination, recognition, and appreciation, and is responsible for processing feelings and emotions, resulting in attitudes ...**ABSTRACT** - This paper presents 13 broad applications of visual imagery theory to advertising. It covers guidelines for the effective use of visual content in: general advertising, print advertising, and TV advertising.