

The Image of Animal and Human Needs

In our paper, we discuss, from a semiotic viewpoint, some methods how the images of different animals are used to satisfy the human needs of emotional experience and psychological defense.

The images of animals are often present in advertising, marketing, commerce, fashion and many other “cultural industries”. The semiotic structure and reasons for using these images are extremely various, but one of their most important properties is the force of their emotional expressivity and cognitive persuasiveness.

Functioning as a properly constructed sign, the image of animal is able of conveying enormous multitude of emotional conditions and appeals to the most profound individual psychological needs. Depending on what message should be precisely vehicled, the image of one or another animal can be chosen, according to it’s zoological nature, but taking into account it’s mythological and cultural connotations as well.

Using rich illustrative material, we aim to analyze the data of a series of empirical observations and theoretical investigations in which the images of animals contribute to satisfy different psychological human needs (need for empathy, need for power, need for belonging to some social group symbolized by an animal, need for security, need for achievements and recognition, and so on).

Selected Bibliography

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