

Visual Rhetoric ANALYSIS Essay

Purpose: To identify elements of argumentation in a visual text and to analyze their effectiveness...and to have fun recognizing the argumentation all around you!

Objectives: Within your essay, you will first need to identify the context of the visual text (where it appeared and when) and the elements of the rhetorical triangle. Who created the text (the author)? Who specifically is the intended audience (based on what you know from the context)? What is the specific goal (purpose) of this text? (Don't say "to persuade" but think about what specifically it wants the audience to *do* or *consider*.)

Then you will focus your analysis on the elements of argumentation we have discussed so far this semester:

- Aristotelian appeals (logos, ethos, pathos)
- Rogerian argumentation (see handout from Blackboard)
- Toulmin argumentation (claim, data, warrant, backing, qualifier, rebuttal)
- Organization/structure for persuasion
- Logical fallacies
- Ethical (or unethical) argumentation (see Tannen's "The Argument Culture")

Your analysis will be drawn from the design strategies (font, colors, meaning of text, images, layout) as we have discussed them in class.

Within the essay, you will show critical thinking about *how* these persuasive strategies have been utilized within the text as well as *why* they were used over other strategies (*how well* they persuaded the target audience).

Details:

- You may select a visual argument for your essay, but the visual text (or a copy) needs to be turned in with the essay (in full color). There are a few suggested sites on our Class Links to help get you started, but feel free to browse beyond those.
- The essay needs to be at least 2 pages, double spaced.
- It is due
- This is worth 50 points or a half letter (5%) of your overall grade.