

Visual Rhetoric

AP Language and Composition

Snell

Overview: What are Visual Rhetoric and Visual Literacy?

- The simplest definition for visual rhetoric is how/why visual images communicate meaning.
 - not just about superior design and aesthetics but about how culture and meaning are reflected, communicated, and altered by images.
 - involves all the processes of knowing and responding to a visual image, as well as all the thought that might go into constructing or manipulating an image.

Various questions you can ask when analyzing artwork in order to construct an academic argument in your essay

1. What do you notice? Use the elements & principles to describe what you see.
NOTE: you are not being asked to judge the work, only to explain what you see in the work.
2. What does the work remind you of? Explain any stories, poems, memories, lyrics, etc. that come to mind when studying the work.
3. What emotions do you feel as you engage with this work?
4. What questions does the piece raise for you? What do you want to know?
5. Speculate on the meaning, or the intent, of the artist. What do you think the artist was trying to convey? What was their message or purpose in creating this piece? List evidence seen in the work that supports your statement.

Use **SOAPS-Tone**

to Analyze Visual Media

- **S**peaker (the main persona in the image)
- **O**ccasion (historically speaking)
- **A**udience (primary/intended and secondary)
- **P**urpose
- **S**ubject (what is going on in the image)
- **T**one





Campbell's Soup Can (1962)

Andy Warhol





Kent State Massacre (1970)

John Paul Filo





American Gothic (1930)

Grant Wood American





Tiananmen Square “Tank Man” (1989)

Jeff Widener



ONLY YOU





Afghan Girl (1985)

Steve McCurry: National Geographic

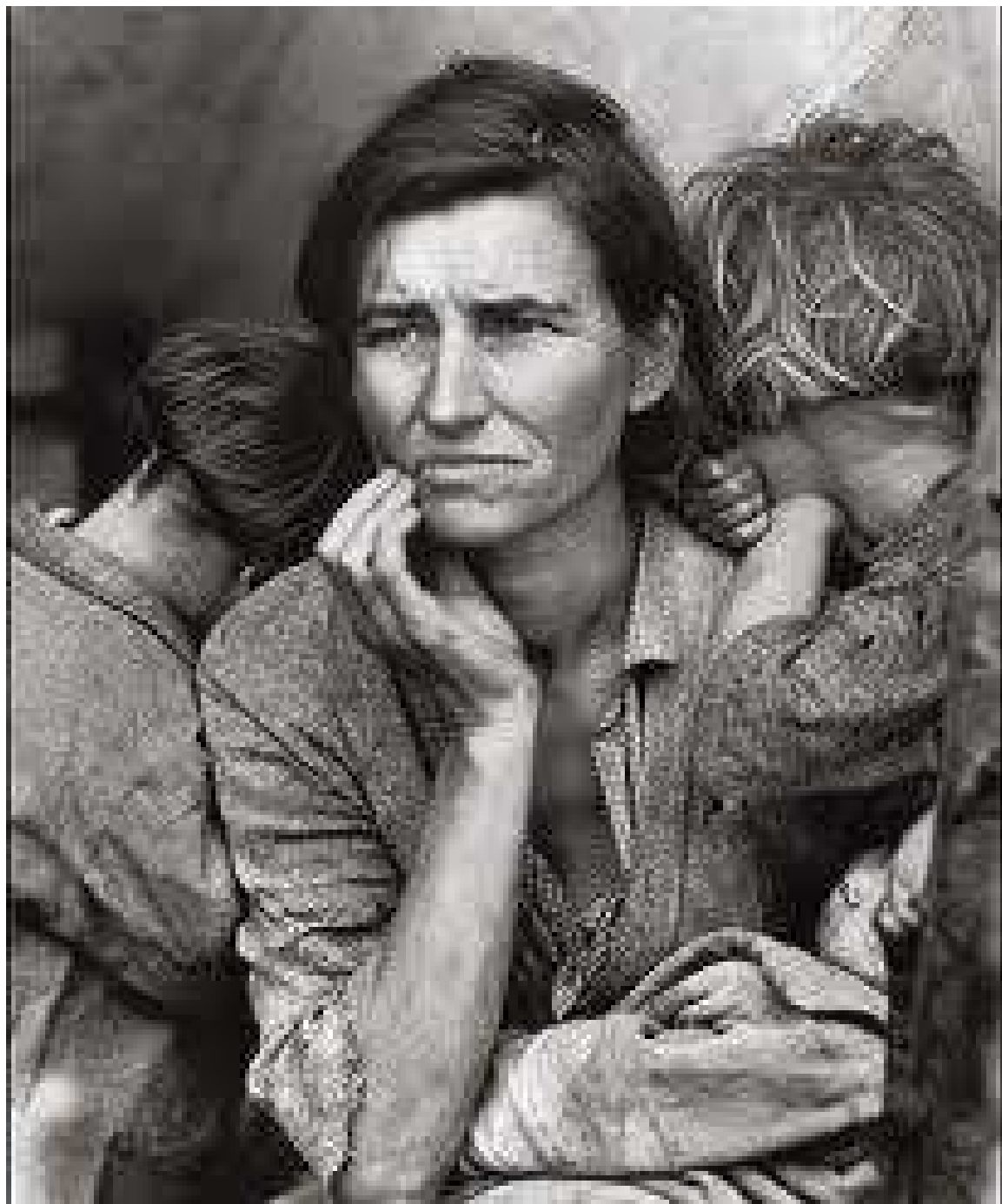


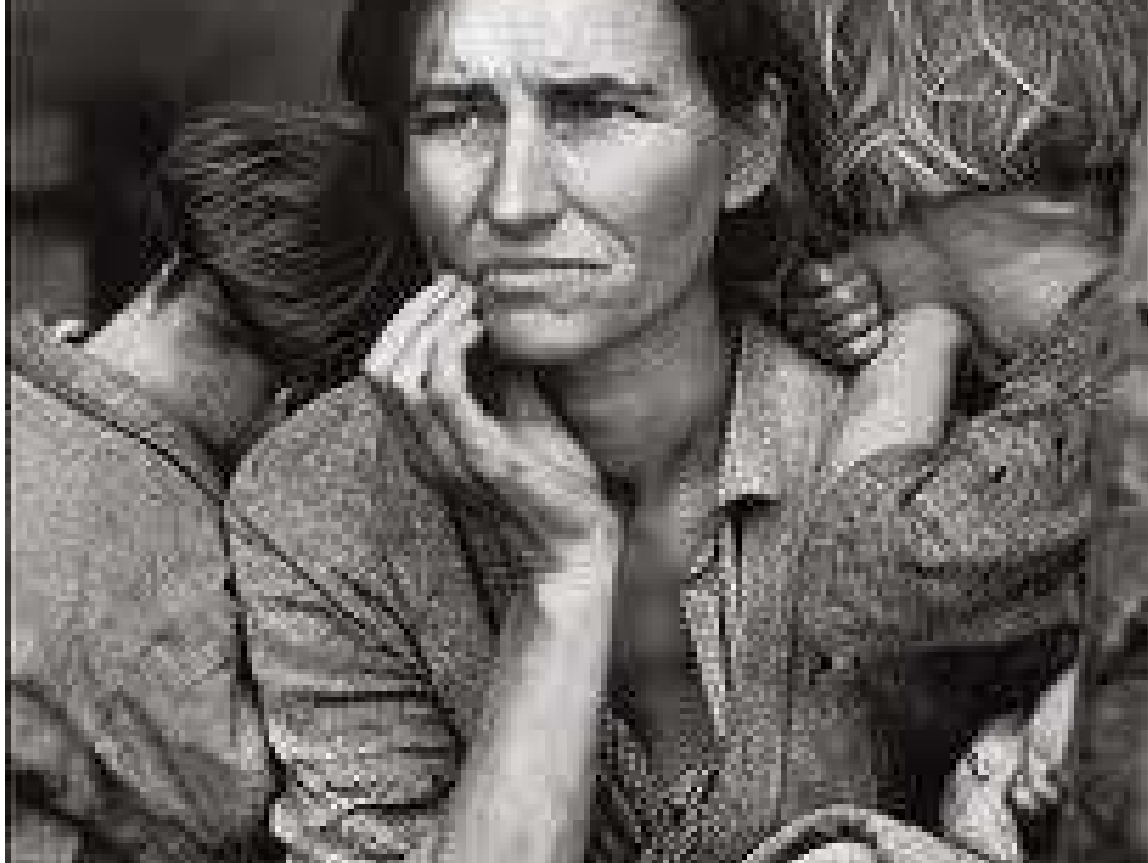




Liberty Leading the People (France, July 1830)

Eugène Delacroix





Migrant Mother (1936)

Dorthea Lange





Old Man Praying (Minnesota 1918)

Augsburg Furtness



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WAR PRODUCTION CO-ORDINATING COMMITTEE



Rosie the Riveter (1943)

J. Howard Miller / Norman Rockwell





Little Rock 9: Melba Beals (1957)

Chuck Christman







Naplam Girl (1972)

Nick Ut (AP-Pulitzer Prize)





Vietnam Execution (1968)

Eddie Adams (AP)







Guernica (1937)

Pablo Picasso