Visual Text Analysis

You are to develop an essay that examines a visual text, specifically a cartoon or advertisement. The aim of your paper is to construct and support a well-crafted, persuasive thesis statement that discusses how your image itself is using rhetoric to make an argument. In other words, your paper’s argument is your interpretation of a visual text, and your evidence is the text’s use of visual rhetoric. This includes the image’s use of color, composition, symbolism, language, characterization, and etcetera. Whatever guided you to your interpretation of the image is your supporting evidence. Think about the information presented in the “Rhetoric of the Image” excerpt when writing. Finally, use the rhetorical appeals by name when you feel they are relevant or necessary in your paper. Think critically about how logos, pathos, and ethos might function in your image.

Your paper should be at least two typewritten pages. You should include your image somewhere towards the beginning of your essay with a caption that includes the author, title, and any other relevant information pertaining to the text (if available).