

Visual Analysis Outline

Thesis Statement/Introduction

- Do not forget to hook your reader at the beginning of your introductory paragraph. This is employed to grab their attention to influence them to continue reading your paper. You can provide context about the book, like when it was published or even what it is about but do not go into excessive detail. Remember to include your thesis statement because this tells the reader what your paper will be about.

Literal Observation

- Start by picking out everything that can be seen in the picture. Things in the background, in the foreground, locate the focal point. Be attentive to the typography of words if there are some. Are the components symmetrical or balanced?

Rhetorical Analysis

- There are three components of a rhetorical situation:
 - Context
 - Audience
 - Purpose
- Genre
- Tone
- Pathos - appeals to emotions
- Ethos - relates to credibility and trustworthiness
- Logos - relates to logic and reasoning
- Kairos - relates to the time and setting
- Telos - relates to the author's purpose. So Telos and Purpose can be used interchangeably.

Visual Analysis Paper Example

Pamela Hartman, Jeff Spanke



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