Katy Goodman  
ENGL 1100  

Essay II: Analysis of Rhetorical Interactions in Visual Texts

“While there is perhaps a province in which the photograph can tell us nothing more than what we see with our own eyes, there is another in which it proves to us how little our eyes permit us to see.”  
-Dorothea Lange

Assignment Description:
Images constantly surround us and ultimately frame our ways of seeing. Their rhetoric, or how they appeal a claim to their audience, is created socially, biologically, and psychologically. For this paper you will examine and discuss the rhetorical discourse between two “texts”, one of which will be an image, comic, or advertisement (the other of which can be a text or image) in terms of audience, purpose, and context. Consider how each text persuades the reader in terms of ethos, pathos, and logos. How is the image meant to function? Is each targeting the same audience? Is one more effective than the other? Why or why not? Ultimately you will be observing how one “text” affects your perception of the other.

- Requirements:
Like you first paper, you must include a clear thesis statement that leads into a formal academic and cohesive argument supported with multiple forms of evidence. In doing so you should provide a thoughtful analysis that explains the overall rhetoric of each “text”. Challenge yourself to analyze the image past its own holistic value, look through the rhetorical choices of the artist, photographer, or designer. Use the methods and Aristotelian models of ethos, pathos, and logos that we discussed in class.

All images and texts must be approved by me by September 24th. You can either e-mail it to me, show it to me in class, or come by my office at any time before then. If you are having trouble choosing texts I would be more than happy to provide suggestions.

Suggestions:
You have freedom in what texts you would like to work with. With this in mind, I advise you to pick something relevant to your major or career path so we can begin to expand your writing into a field that is relevant to your own goals. Find something that you feel a connection to and are passionate about, as often times those feelings are then reflected in your own writing and can prove to be empowering in your overall argument.
Also keep in mind that flow is extremely important in your paper to maintain good ethos. Make sure your thesis has a clear and specific argument with "fighting words." Be sure to have smooth transitions in your body that adhere to your thesis statement and that each point you make answers the “So what?” question. If it helps, when editing read your paper out-loud to yourself to help you catch awkward transitions and wording. Keep in mind that this is an argumentative academic essay, so first person (I, me, my) should be avoided and I expect the final draft to be carefully proofread.

*For grading specifications, see the holistic grading rubric given to you at the beginning of class.

**Specifications:**

<table>
<thead>
<tr>
<th>Length.................. 4-5 pages</th>
<th>Due Dates:</th>
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<tbody>
<tr>
<td>Format.................. MLA</td>
<td>September 24th........ Images/Texts Due</td>
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<tr>
<td>Worth.................. 15%</td>
<td>October 1st....... Class Workshopping (Bring Draft)</td>
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<td>October 3rd........ Final Draft Due</td>
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