Short Assignment #1: Decoding Visual Rhetoric

Your Task

Google is one of the primary tools we use to find images for everyday purposes and as such is a useful place where we can exercise our image-reading skills. For this assignment, pick a word that you encounter frequently in your daily life. (If you are unsure, err on the side of vagueness: this exercise is more effective when you don't know in advance what results you will get.) Look up the word on Google and choose five images out of the first twenty or so.

Then, write a 2-to-3-page analysis of this collection of images answering these questions:

- What are some similarities and differences between these images?

- What are some of the ways of seeing implicit in these images? Which/whose point of view is emphasized? Which/whose point of view is rendered absent?

- What are the consequences of these images being among the top results on Google? How do they relate to how your keyword accrues meaning and is interpreted?

To make your analysis directly relevant to our class discussions, refer to and cite at least one of the readings from this week (Sontag or McCloud) to support your analysis. You do not need to use any citational format, but please do include the page number.

Rubric

A successful paper

- articulates the different ways of seeing embedded in and across each of the images.

- uses the relevant insight from McCloud or Sontag.

- articulates the impact of the images being the dominant visual representation of the keyword.

4.0-3.9—fulfills all three requirements.

3.8-3.5—fulfills two requirements while leaving one undeveloped.

3.4-3.0—fulfills two requirements.

2.9-2.5—fulfills one requirement while leaving one undeveloped.

<2.5—fulfills only one requirement.

Format

Minimum 2 *full* pages, Times New Roman, 12 points, double space, 1-inch margins, in .doc or .pdf format. Submit your images separately in a single document.