

Invention Worksheet (Rhetorical Analysis Questions)

General:

1. What are your general impressions of the image?

Rhetorical/Textual:

2. What is the underlying message of this image? What idea is it trying to convey to its audience? What is it saying about its subject?
3. What type of rhetorical appeal does the image feature? Does it rely primarily on logos, pathos, or ethos to make its point? How does attention to the appeal manifest itself visually in the image?
4. What is the relationship between words and image, if applicable? How does this relationship contribute to its rhetorical appeal?
5. How do design elements such as use of color, font, layout, and image selection (photograph v. illustration) work as persuasive element in this text?
6. What strategies of argumentation does the image use? Does it feature narration? comparison/contrast? example?
7. Does the image use stereotypes or symbols to convey its message? How do stereotypes or symbols figure as rhetorical devices in this situation? How does the stereotype or symbol place the image in context of a larger cultural discussion?

Larger Context:

8. What is the *historical* context for this image?
9. What was the *political* situation of the time?
10. What was the *socio-cultural* climate of the time?
11. How does an understanding of the historical, political, and socio-cultural contexts affect our understanding of the message?
12. How can you apply texts and ideas from your CAP 123 class to the interpretation of this image?

Sources:

13. Identify the value of the three sources and the annotations that you have so far. What other sources would you like to find to help inform your interpretation?