

Name: _____
Class: _____ Date: _____

Analyzing Media: Visual Rhetoric

Directions: Use the organizer to analyze the visual rhetoric used in the image.

Visual Rhetoric	Evidence from the Image	What It Communicates
Composition: What is placed where, and why? What does the arrangement of visual elements communicate?		
Color and Contrast: What is emphasized through brightness or saturation, and what recedes?		
Subject Positioning: Who or what is centered, and how are they portrayed in relation to other elements?		
Absence: What or who is not shown? What does the frame exclude, and why might that matter?		
Conclusions: Based on these choices, what point of view or opinion does this image convey?		