

- Images & Symbols Create Connections
- Can Tell a Story
- Generate Thoughts
- Evoke Feelings
- Put Words Into The Mind
- Images & Symbols Surround Us Daily
- Stimulating Minds
- Engaging Us To Read

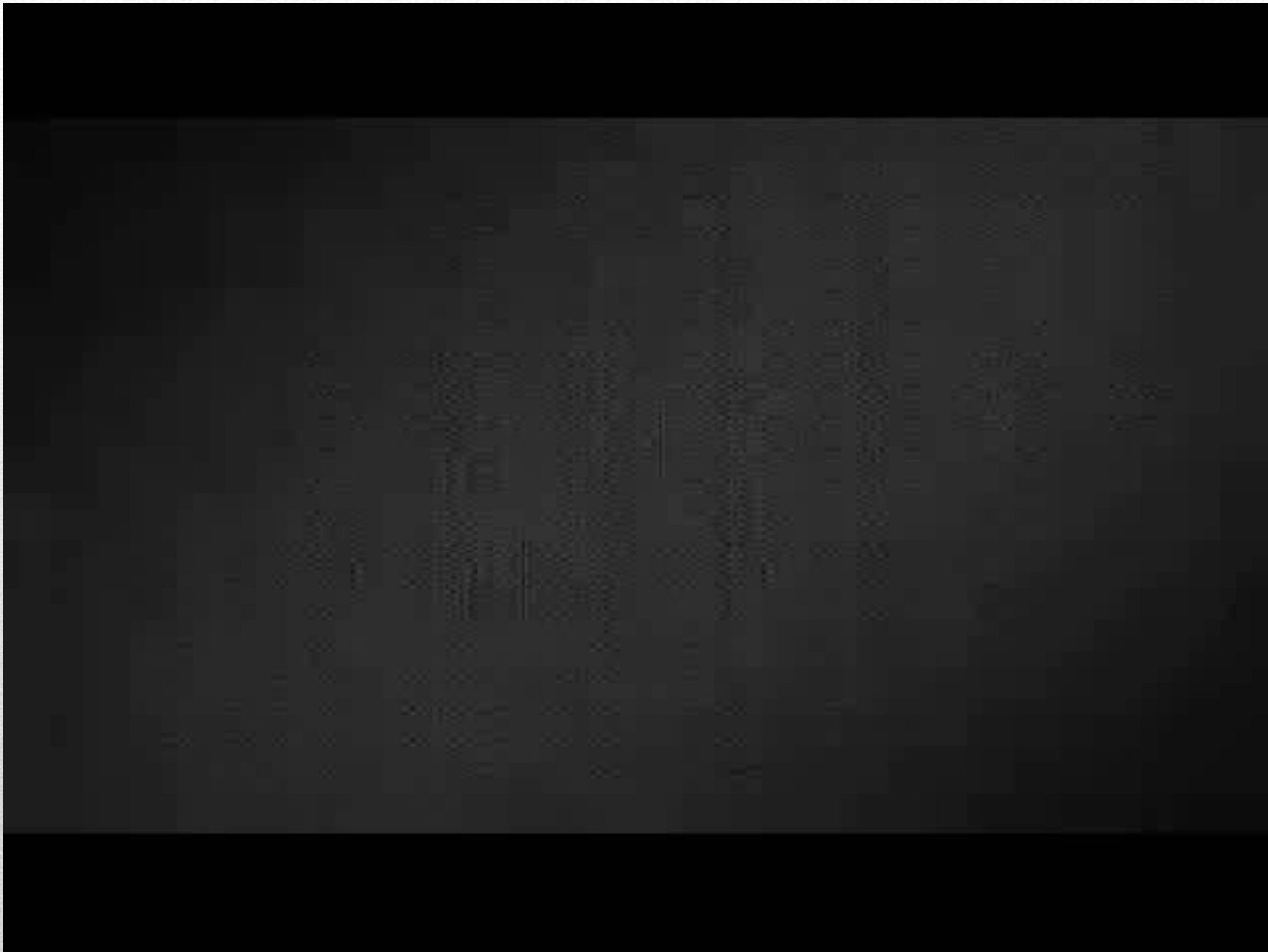
# Images & Symbols

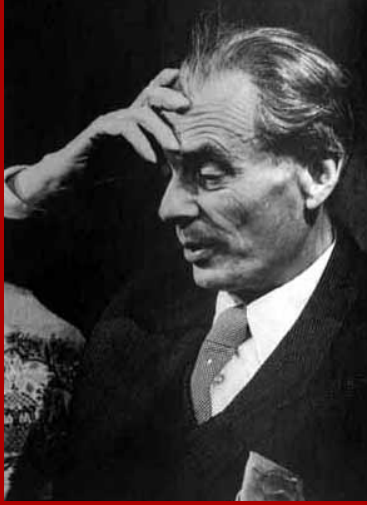
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- Symbols and Images Have The Power To:
  - Engage Our Thoughts & Minds To Think
  - Guiding Us To Interpret
  - Deepen Understanding, Build Meaning
  - Igniting Background Knowledge
  - Inviting Culture & Language
  - Sharing Feelings & Ideas
  - Infusing Critical Thinking
  - Showing Authentic Understanding
    - And Preparing for The Future And Changes In The Digital World

# Images & Symbols

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“The more you know The more you see”

Aldous Huxley, The Art of Seeing

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- “The most characteristic fact about the functioning of the total organism, or of any part of the organism is that it is not constant, but highly variable”.
- Clear seeing is a combination of how much you know and how you feel at any particular moment.



- We are becoming a visually mediated society –
  - For many, understanding of the world is being accomplished, not by reading words, but by reading images
  - Reading is losing to watching because viewing requires less mental processing



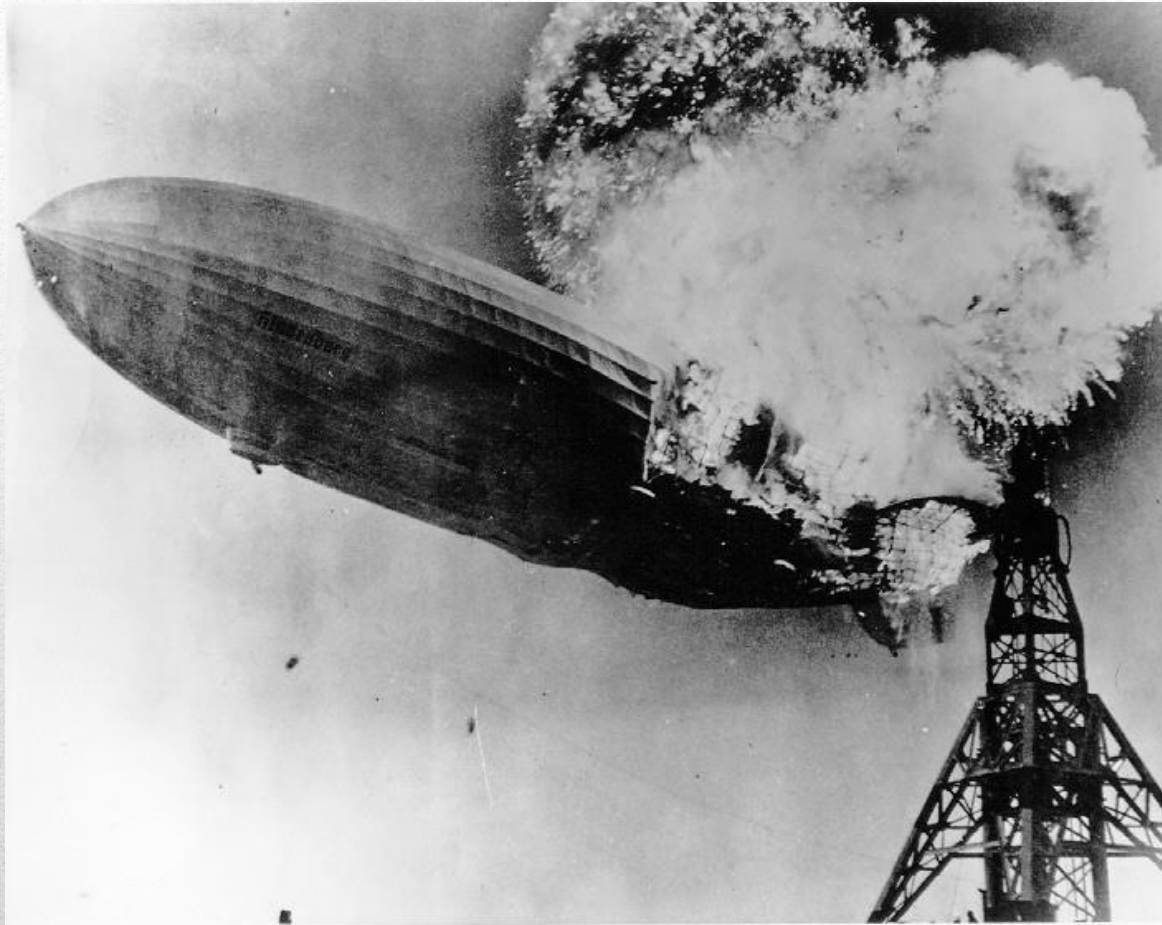
# Living in a Picture Filled World

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- Seeing has just as much to do with remembering as with seeing
- We live in a picture filled world
- Visual messages can be deeply personal



# The Function of Seeing



# Rhetorical Images

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# Rhetorical Images

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# Rhetorical Images

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# Rhetorical Images

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# Rhetorical Images

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جيمز رايت فولي  
James Wright Foley

أطالب أصدقائي وعائلي وأحبائي أن يقوموا على الحكومة الأمريكية التي قتلتني حقاً

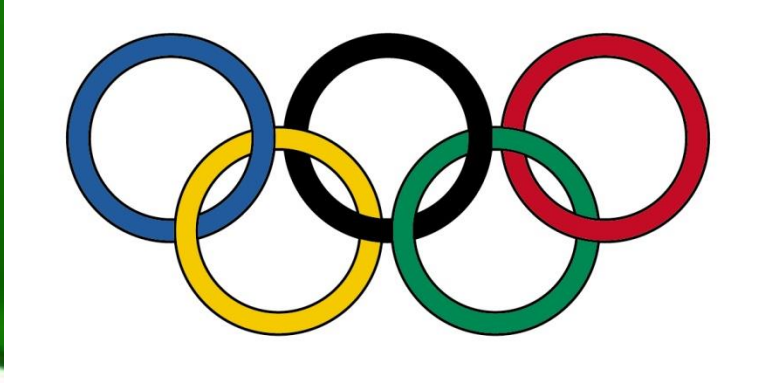
# Rhetorical Images

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# What is Rhetorical Imagery?

- “images ... that are widely recognized and remembered, are understood to be representations of historically significant events, activate strong emotional identification or response, and are reproduced across a range of media, genres or topics”





- Rhetorical Iconic images have five particular elements of visual rhetoric:
  - Aesthetic Familiarity
  - Civic Performance
  - Semiotic Transcriptions
  - Emotional Scenarios
  - Contradictions and Crises

## **What is Rhetorical Imagery?**

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- **Aesthetic Familiarity**

- Familiar patterns of artistic design as opposed to avant-garde approaches

- **Civic Performance**

- the capability to reveal or say what is not being said

- **Semiotic Transcriptions**

- Can be multiplied or coded, or have a number of ways of being understood

- **Emotional Scenarios**

- iconic images that direct emotions

- **Contradictions and Crises**

- recurrent societal crises are coded into the image
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- **The more you know the more you hear, the more you smell, the more you taste, the more you feel, the more you see...**

**The more you know, the more you are you...**

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# **The Eye: Window to the Soul**

**<http://www.youtube.com/watch?v=AqnEGu8VF8Y>**

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