• 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
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
“The more you know The more you see”

Aldous Huxley, The Art of Seeing
• “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.
Living in a Picture Filled World

• 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
• 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
Rhetorical Images
Rhetorical Images
Rhetorical Images
Rhetorical Images
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?
• **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
• 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...
The Eye: Window to the Soul

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