ESSAY 4 VISUAL ANALYSIS
Visual Analysis Essay

• Pick an ad to analyze
• Look for subtext or hidden messages embedded in the surface message.
  • Look for messages that are not immediately known to the viewer
• Select aspects to focus on
• Evaluate what messages are conveyed through this visual text.
• Pay attention to how the image moves the viewer to feel or think something specific.
  • How does it do that?
• PROVIDE eXamples from the ad. Explain your eXamples. ANALYZE YOUR EXAMPLES.
• What do we learn from your analysis? What is the significance of your findings/analysis?
Evaluate what messages are being conveyed.

Is this ad a critique? Is it humorous? Sarcastic?
SELECT SEVERAL OF THESE TO FOCUS ON:

- **KEY COMPONENTS**
  - Composition
  - People/Other Main Figures
  - Scene
  - Words
  - Tone
- **CONTEXTS**
  - Rhetorical Context
  - Social Context
  - Historical Context
  - Intertextuality
How does it make the viewer feel?

What is its relationship to the ad?
What choices did the artist/creator make to draw your attention to certain emotions or images in the ad?

How do you know?
In groups of 3, figure out what you want to focus on as the message of the ad. Then, come up with elements you might want to analyze.

Then, form a thesis (CSC) statement as a group:
Context: (the ad itself)
Subject: (the hidden message in the ad you’ve identified)
Claim: (the elements you will analyze to prove the hidden message is true)