

## Quiz 2

Conduct a **Narrative Analysis** of the provided images. Remember, the theory says that all human communication is narrative *and* rhetorical, and thus persuasive in nature. You will be analyzing how these images are *rhetorical* and how that affects the viewer's understanding. To review, rhetoric concerns the force or power delivered by the visual--the ways in which it affects the beliefs, attitudes, values, perceptual orientations, and behaviors of its consumers. You should refer to your Vocabulary sheet and what you've learned about metaphor and semiotics to help you answer some of these questions.

Examine the images, following these steps:

1. To begin, group the images into their **different narratives** (as in the PPT on Obamacare cartoons: Obama as liar, Obama as fool, etc.).
2. Identify the **characters**:  
Which received more emphasis?  
Are they behaving characteristically?
3. Identify the **plot (action themes)**.
4. Identify the **settings**:  
Is the background appropriate to the story?  
How do setting elements suggest meaning?
5. Identify any **archetypal character myths**.
6. How does **temporal/spatial form** impact the content?
7. How is **figurative imagery** used (be specific) and what meaning does it contribute?