**VOCABULARY – Weeks 1 - 6**

**Aristotelian triad / Rhetorical triad (3 modes of persuasion):**

**Ethos** – Ethics (trustworthiness appeal)

**Logos** – Logic (logical reasoning)

**Pathos** – Emotion (appeals to sympathies)

**Denotation** – literal meaning

**Connotation** – suggested meaning, arousing feelings, ideas, etc in viewer

**Visual Metaphor** – Image of one thing that refers to another thing – to suggest they are similar (the SUV is a rhinoceros)

**Target** – primary image (SUV)

**Source** – secondary image (rhinoceros)

**3 Types of Images in Visual Metaphors:**

**Adjacent**– both primary and secondary images are presented near each other, but are not superimposed (SUV and rhino)

**Unified** – two different images are blended into a single image (Absolut spring ad)

**Implied** – the source (secondary image) is not shown but there is some suggestion or clue as to what it is (“Coke is Togetherness” – hands shape missing Coke bottle)

**Conceptual Metaphor** – One idea is understood in terms of another idea (“Time is Money”)

**Synecdoche** - a physical part of something represents the whole (Trump’s hair)

**Metonym** – a word, phrase, or image that substitutes for something else with which it is closely associated (image of the White House is a metonym for the U.S. government)

**Personification** – a physical object is presented with human characteristics (M&M‘s people)

**Irony** –

2) stating one thing and meaning the opposite, often sarcastic (referring to a loud drunken guy as a REAL gentleman).

1) also, an intentional overstatement or extreme exaggeration (so hungry I could eat a horse)

**Pun** - a humorous suggestion that a visual may have two or more meanings.

**Semiotics** –Science/study of signs

**Sign –** Anything in human communication is a sign

**Signifier –** image, the literal

**Signified –** idea/concept (“okay” etc.)

**Types of Signs:**

 **Icon –** Sign that imitates aspects of the REAL: ****

**Index –** Sign with factual or causal connection to the REAL 

**Symbol –** Sign with arbitrary relationship to its object (interpreter must have prior knowledge)

**Tropes or Codes –** Common pattern, theme, or motif.

**Context -** the situation within which something exists or happens--that can help explain it

**Appropriation -** borrowing of a familiar visual image in a way that changes its meaning

**Gestalt Theory –**We get meaning from what we perceive as “whole” rather than individual parts, based on several principles of grouping;

* **Common fate** *-* we mentally group items that appear to point in the same direction.
* **Proximity** *-* we closely associate objects that are near to each other more than objects set far apart.
* **Continuation** – we prefer a dedicated direction over sudden or unusual shifts in direction.
* **Similarity** *-* we group things together that are similar in various ways (color, size, shape, texture, etc.); we perceive a relationship.
* **Figure/ground** - induces us to look for a figure in the foreground (near), separating it from a background (far).
* **Closure** *-* causes us to mentally supply missing parts.

**Conventions –** agreed-upon systems of understanding (the ideal man is tall and muscular)

**Classification –** category into which something is put (photo example: toilet as art)

**Frame –** filter that influences understanding

**Stereotype –** generalized idea used as a shortcut to understanding but tends to be inflexible & inaccurate

**Ideology –** system of beliefs (ideas) that is not natural but constructed through society and culture (socialism, etc.)