

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.)