



DEPARTMENT OF WRITING
& RHETORIC STUDIES

THE UNIVERSITY OF UTAH

WRTG 4030

Visual Rhetoric

Word/Image/Argument

Fulfills Upper Division Communication/Writing (CW)
& Quantitative Reasoning (QB)



Signification, or meaning, of any text is made up not only of its verbal but also its visual elements—layout, color, typography, illustrations, etc. These elements contribute to the text's argument and the ways that it is interpreted by audiences.

In Writing 4030, we'll discuss theories of visual perception and rhetorically analyze different types of persuasive texts—including **comics**, short **films**, **advertisements**, journalistic **photographs**, **web sites**, and **graphs & charts**. You'll examine the kinds of visual arguments used in your own discipline, as well as compose your own information visualization texts.

Fall 2017

Mon & Wed

1:25pm – 2:45pm

Tue & Thur

10:45am – 12:05pm