

WRTG 4030

VISUAL RHETORIC

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



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.

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.

Spring 2022 Online or In-Person

Students must take WRTG 2010 or equivalent prior to taking this course.



225 S Central Campus Drive Room 3700
Salt Lake City, UT 84112
(801) 581-7090 | <http://www.writing.utah.edu>