

# Heuristic for Visual Analysis of Advocacy Images

## Analysis of the Artifact (Photograph)

The research project relies on visual analysis, cultural analysis, and rhetorical analysis to analyze the images. The chart below uses social semiotics, as described in Jewitt and Rumiko's "Visual Meaning: A Social Semiotic Approach" to analyze how visuals create meaning in the interaction between the image and the viewer through contact, distance, and point of view. It looks at how images convey compositional meaning through information value (placement of elements in a composition), framing, salience, and modality. The next chart examines how meaning is made from the images through analysis of both the production context and the contexts of distribution and reception. The final chart relies in the previous to analysis to analyze the way that these elements reveal and conceal information about the subjects, the way that the images perceive the social contexts of breastfeeding mothers, and finally to examine what is revealed and concealed about societal attitudes toward breastfeeding from the reception of the images.

<b>Variables</b>	<b>Questions</b>
<b>Subject</b>	Who/what is the subject? What is the landscape like? Who are the people?
<b>Composition</b>	How is the image laid out? How is space used? How are subjects placed in the image? What lines or patterns exist in the image?
<b>Camera Position/Angle</b>	How is the camera positioned in relationship to the subjects? Eyelevel? Above? Below? Far away? Close/intimate? Medium distance?
<b>Tonality/Color</b>	Is the image bright? Dark? Light? What colors are used? Are there cultural meanings to the color?
<b>Look/Gesture</b>	Where are the subjects looking? What is implied by the look? Does the subject acknowledge the camera? What gestures are being made?
<b>Size Relationships</b>	Does the subject fill the frame? Does the subject appear larger (closer) than other subjects, or smaller?
<b>Informational Value</b>	How does placement of elements convey information about them?
<b>Framing</b>	Do the elements of the image seem to belong together?
<b>Salience</b>	Are some elements of the image more eye-catching than others?
<b>Modality</b>	Does the image seem representative of reality?
<b>Representational Meaning</b>	Does the image have a narrative structure or a conceptual structure?

	<p>A narrative structure represents an event, action, or process. How? Who is acting? Who is reacting? How? Are the action and the reaction transactive?</p> <p>A conceptual structure defines, analyzes, or classifies subjects. Does the image classify the subject? Does it define or identify the subject? Does it analyze the subject by showing it to be part of a whole or separate?</p>
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### Analysis of the Cultural Context

Variables	Questions
<b>Owner/Client</b>	If the image was not directly produced, who commissioned the image? What are the affiliations of the client?
<b>Creator/Designer</b>	Who created the image? What was the design relationship? Was there collaboration between the client and the designer?
<b>Exigence</b>	What is the problem that the image is attempting to solve?
<b>Purpose</b>	What purpose was the image meant to serve? What message was the image intending to send?
<b>Terministic Screens</b>	How does the image rely on culture norms to convey the message?
<b>Ethos</b>	How does the artifact appeal to the need for the audience to trust the source?
<b>Text</b>	<b>How is text used in the visual? How does text direct meaning?</b>
<b>Audience</b>	Who is the target audience? Is there an incidental audience?
<b>Distribution</b>	How was the image distributed by the client/designer? How was distribution location chosen?
<b>Reception</b>	How was the image received by the target audience? How was the image received by a larger audience?
<b>Appropriation</b>	Was the image appropriated and redistributed outside of the original distribution location? Who appropriated it? How was the image characterized in the redistribution?

<b>Success of Argument</b>	Was the image successful in making an argument?
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**Theoretical Lenses**

<b>Variables</b>	<b>Questions</b>
<b>Ontological Lens</b>	Social Constructivism How is reality constructed in the image? What is the ideology being presented in the image? Whose version of reality is being presented?
<b>Application of Theoretical Methodology</b>	Rhetorics of Display (Prelli) How is the artifact situation within the context? What perspectives are revealed in the image? What perspectives are concealed? What did the audience believe was revealed? What was the audience see as being concealed? What conflicting ideas, ideologies, and values are exhibited through the audience's perception of the artifact?