

# **ENCHANTING BEWILDERMENT**

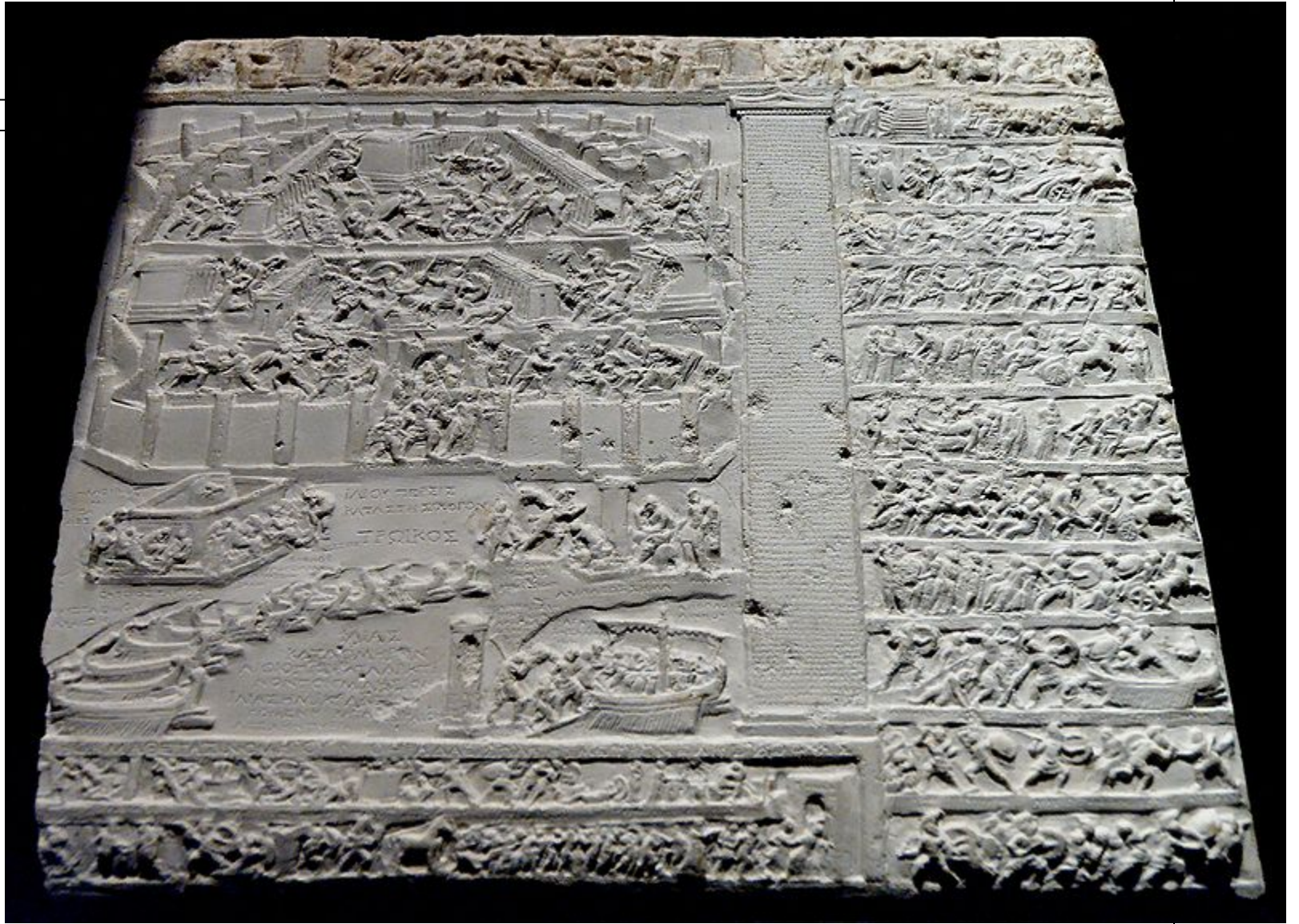
**Concerns for Visual Rhetoric**

1

- "The humanities/posthumanities/literacies must relinquish semiconscious resistance to pictorial communication and its technologies."
- /Kathleen Welch, 1999/

# VISUAL IMAGERY AND TRADITIONAL RHETORIC

- Mental/ memory
- Functional/ delivery
- Epistemological/ ingenuity (ingenium)



# CONCEPTUALIZING VISUAL RHETORIC

”Every definition is a misfortune” (Erasmus)

1. A study (practice) of graphic potential a text becomes visually informative by.

○ /S. Bernhardt, 1996/

- 2. Visual rhetoric as communicative artifact
- /Sonja Foss, 2004, Cara Finnegan, 2004/

### 3. Visual rhetoric as the framing of reality and everydayness

/Marita Sturken, Lisa Cartwright 2001/

#### 4. Visual rhetoric as logic

/Rudolph Arnheim, 1969, Howard Gardner, 1983,  
James Elkins, 2003/



# CONCLUSIONS

- Rhetorical invention, disposition and memory is based on visual intelligence, elocution and delivery on verbal intelligence.
- Visual rhetoric is at the cutting edge of both the visual and the discursive.
- It functions as a code, a constitutive process and a persuasive product.