

Visual Text Analysis - Analytical Response

Directions: You will write **an analytical response** to a Public Service Announcement in which you will explain how the message is conveyed. Identify the techniques used, analyse them and justify your response. Follow the steps below to organize your thoughts and select your evidence for your **500-700-word essay**.

1. Use the following questions to reflect on the visual text:
 - ✓ Can you identify the author's message?
 - ✓ What visual techniques can you identify?
 - ✓ Which language devices can you identify?
 - ✓ What effect do the techniques have on the reader?
2. Review the text:
 - ✓ Think about how you understand the message.
 - ✓ What important examples will support your response?
3. Formulate a clear thesis statement or overall argument:
 - ✓ EXAMPLE: "The complex emotions resulting from a desire for connection is effectively portrayed in the text through its use of contrast, text and colour."
4. Create an outline for your essay:
 - ✓ Introduction: 1 paragraph.
 - ✓ Analysis/Body Paragraphs: 3-4 paragraphs. Use the SEE paragraph structure.
 - ✓ Conclusion: 1 paragraph.
5. Choose examples to use in your analysis:
 - ✓ Must support your thesis statement
 - ✓ Provide clear examples of what you will analyze
 - ✓ Comment on the visual components (remember the signifier and the signified, denotation and connotation)
 - ✓ Comment on the textual components (slogans, statistics, etc)
 - ✓ Use precise terminology (signs, signifier, signified, denotation, connotation, background/foreground, colour, salience, vectors, gaze – offer & demand, panels, gutter, contrast, symbolism)
 - ✓ Consider the audience, purpose and context
6. Format your paper:
 - ✓ Include the MLA Header
 - ✓ Think of an original title
 - ✓ Indent the paragraphs
 - ✓ Double space the document
 - ✓ Write the word count at the end