

## ANALYZING A VISUAL TEXT

Often multiple messages....sometimes competing

### **Dodge Durango Ad (text p. 50)**

#### 1. Look at words individually and how they are placed on page

Diction/Connotation

Design Elements

#### 2. Look at Images

Images have built into them a strategy of persuasion

#### 3. Brand Identity

Connotation of Logo Image

Slogan

### **Rhetorical Triangle for Advertising**

**Subject** – powerful sport utility vehicle

**Audience** – potential SUV buyer

**Speaker** – artwork and words

### **Diction Analysis**

“this baby” ... “chunks” ... “wimpy wanna-bes” = Aggressive Tone

Juxtaposition of term “baby” with image of car as predator eating competition

“Baby” could also refer to owners whose cars are their “babies”

Owner of a Dodge Durango isn’t one of those “wimpy wanna bes”

Dodge Durango – alliteration, hard consonant tones repeated

“With nearly four tons of towing” – word with is a preposition

Text at bottom of ad – boldly designed letters (all caps) and message

## **Images**

Image of Airstream Trailer – collectible, classy

Ocean and sky in background of ad contrast nicely with looming SUV

Image of SUV – heading toward you, aggressive

Dodge Logo – ram’s head – “Grab Life by the Horns”

## **Ethos**

Credibility associated with Dodge cars and trucks

## **Pathos**

Emotional connotations of “cheeseburger” (guilty pleasure = cars with power) and “tofu” (wimpy, energy efficient cars)

## **Logos**

“the most affordable SUV with a V-8”