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Visual Argument Reflection

I chose to do my visual argument on the American childcare crisis because several Americans are uninterested and unaware of this serious national issue. Everyone in the United States has become so fixated on the COVID-19 pandemic that other national problems have fallen by the wayside, such as the American childcare crisis. My visual argument’s rhetorical purpose is not only to make the general public more aware of this national crisis, but it is also supposed to convince parents, grandparents, or anyone with a soul to support the American Families Plan. My visual argument is able to convince various audiences through the use of both pathos and logos. The context that I want for my visual argument is for a parent or grandparent to see it on a bulletin board or billboard at their local library or community center. My design choices, such as scaling and contrast, helped me achieve my rhetorical goals because my visual argument is able to give a clear message the audience when both images are scaled to a similar size so that the attention of the audience is distributed equally. My visual argument also uses a lot of contrast between the two images because they are drastically different in terms of color, clarity, and meaning. My visual argument uses the Picture Superiority Effect because it primarily focuses on the images rather than the text itself.