

**Visualization Discussion Post:** From its beginnings in 5th century BC, rhetoric has focused on public speech, often the speeches of rulers and elites, and how these speeches directly address, and ideologically shape, the citizenry. Citizens like us respond when we acknowledge being the "you" in these speeches--our actions of recognizing ourselves and looking back at those who are addressing us, then, create "the public" who is being addressed.

Many rhetorical theorists would argue that this is the way ideology gets taken up and perpetuated: through the process of direct address and a viewer's participation in recognizing herself in this address.

In essence, Drucker's piece this week focuses on the direct address work that data visualization does through its authored and technological characteristics. In this discussion post, you should reflect on your understanding of Drucker's arguments about using the word "capta" instead of data and the direct address of data visualization. You might also consider how your thinking about concepts like bias and neutrality relates to Drucker's stance on data collection and visualization. Secondly, you should explore some of the data visualization linked in this week's unit and discuss one visualization's features in relation to Drucker's concept of "enunciation." What strategy is substituting for "speaking," perhaps (graphing/counting/recording), and what are the features of the visualization that are authored? How does the authoring create/script certain ways of interacting and certain kinds of knowledge? How might you question the visualization so that you're not a passive consumer but a rhetorical critic? Finally, discuss how this week's reading connects to the work you're doing on your project and how you're thinking about your visualization(s) design and audience.