Visual Text Analysis Essentials

Topic 2: Uncover the layers of visual and text messages

Other critical areas to look out for:
Forms:
Visual text can be produced and disseminated via online or print, and in still or moving visuals and texts.
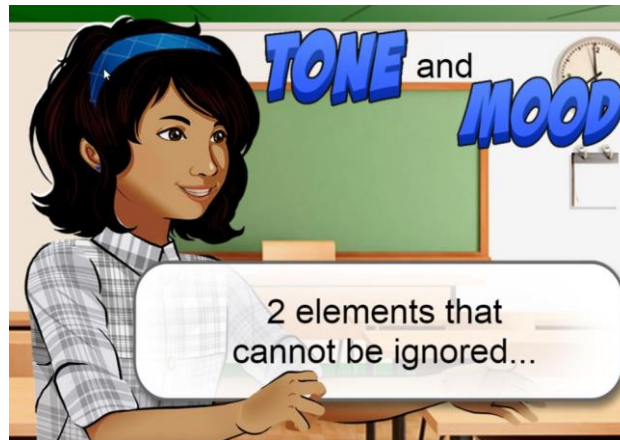
Context:
When viewing or communicating using visual text, be mindful of the context which will influence the audience's perspectives and interpretations.

Use the 5Ws and 1H to find out more about the context, e.g.

Tone and Mood:

Two other equally important elements are tone and mood.

Tone:

The expression of attitude through the choice of images, text and sound.
Changing a word in a sentence can make the sentence more complimentary or more critical.

For example

"I <u>cannot</u> take lettuce" OR

"I <u>do not like</u> to take lettuce"

Mood:

Refers to the atmosphere and feelings created through the choice of images, text and sound. For example, take this picture of a girl on her way to the market. Notice how her mood is affected by the change as colour of the clouds darkened.

Stereotypes:
A generalisation of a group of people we prescribe a set of characteristics to which can be either positive or negative.
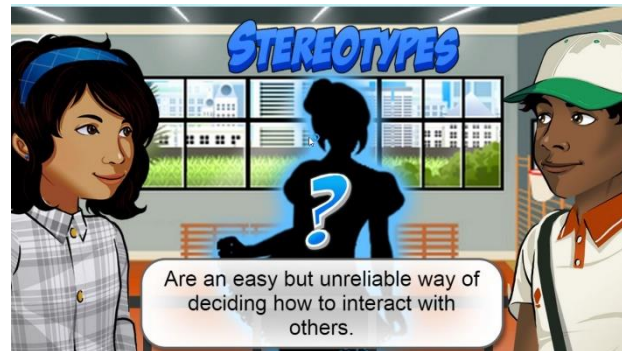
Notice how stereotypes:
- are often used for better interaction between people
- are very hard to change even when evidence in front of us tells us that a person does not fit a certain stereotype