

Week 9: Lecture Activity

Persuasive Mapping

Introduction

Persuasion in map design is frequently overlooked as an informative lens for map design. Typically, persuasive maps are examined in terms of propaganda messages (like World War II propaganda). Persuasive maps, however, are defined more broadly as the geovisual representation created to elicit one particular interpretation or argument. As such, there are plenty of opportunities to incorporate persuasive design in mapmaking.

Muehlenhaus (2012) has identified four rhetorical or persuasive map styles (i.e. *authoritative, minimalist, sensationalist, and propaganda*). In this Lecture Activity, you will explore the design elements for each rhetorical map style and identify the pros and cons to using such styles.

Directions

With a partner, explore rhetorical or persuasive map styles by filling in the corresponding “design guide”.

Outcome

To receive full credit for this lecture activity, submit your “design guide”.

Define the following:

1. *Rhetoric*

2. *Persuasive Maps*

Answer How do rhetoric and persuasive mapping relate to emotion?

Answer How might rhetorical or persuasive maps differ or diverge from conventional notions of mapmaking?

Identify key techniques and map elements for each rhetorical map style. Using the article, identify the pros and cons for each style.

1. *Authoritative*

2. *Minimalist*

3. *Sensationalist*

4. *Propaganda*