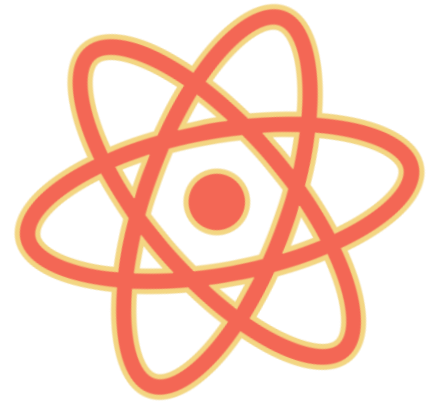


# Rethinking Evaluating Images

1.

Sonja Foss (1994) proposes a rhetorical analysis of images should begin with identifying the **function** of the image.

*what's the image communicating?*



2.

After identifying the function, **assess** how well the function is communicated in the image, focusing on style and aesthetics.

*How well is the function supported?*



3.

Scrutinize the function; Evaluate and reflect on its soundness and determine if other functions are better supported.

*Are there more functions at work in the image?*



What role does *perception* play in a visual rhetorical analysis?