

Contents

Preface

ix

Introduction

From an Oak to a Stand of Aspen: Visual Communication Theory Mapped as Rhizome Analysis

xi

Sandra Moriarty and Gretchen Barbatsis

I: AESTHETICS

1 Aesthetics Theory

3

Dennis Dake

2 Creative Visualization

23

Dennis Dake

II: PERCEPTION

3 Perception Theory

45

Ann Marie Barry

4 Eye Tracking Methodology and the Internet

63

Sheree Josephson

5 Perception and the Newspaper Page: A Critical Analysis

81

Ken Smith

III: REPRESENTATION

6 Representation Theory

99

Keith Kenney

7 Cultural Palettes in Print Advertising: Formative Research Design Method

117

Sandra Moriarty and Lisa Rohe

- 8** Content Analysis of Representation: Photographic Coverage of Blacks by Nondaily Newspapers 127
Ken Smith and Cindy Price

IV: VISUAL RHETORIC

- 9** Theory of Visual Rhetoric 141
Sonja K. Foss
- 10** A Visual Rhetorical Study of a Virtual University's Promotional Efforts 153
Keith Kenney
- 11** Visual Metaphors in Print Advertising for Fashion Products 167
Stuart Kaplan
- 12** Empowerment Through Shifting Agents: The Rhetoric of the Clothesline Project 179
Trischa Goodnow

V: COGNITION

- 13** Cognitive Theory 193
Rick Williams
- 14** Children's Comprehension of Visual Images in Television 211
Georgette Communtziz-Page

VI: SEMIOTICS

- 15** Visual Semiotics Theory 227
Sandra Moriarty
- 16** An Intended-Perceived Study Using Visual Semiotics 243
Sandra Moriarty and Shay Sayre
- 17** The Image and the Archive: A Semiotic Approach 257
Dennis Dunleavy

VII: RECEPTION THEORY

- 18** Reception Theory 271
Gretchen Barbatsis
- 19** A Textual Analysis of Political Television Ads 295
Gretchen Barbatsis

- 20** Phenomenology and Historical Research **315**
Michael Brown

VIII: NARRATIVE

- 21** Narrative Theory **329**
Gretchen Barbatsis
- 22** Using Narrative Theory to Understand the Power
 of News Photographs **351**
Trischa Goodnow

IX: MEDIA AESTHETICS

- 23** Aesthetics Theory **365**
Herbert Zettl
- 24** A Content Analysis of Political Speeches on Television **385**
Robert Tiemens
- 25** Examining Documentary Photography Using the Creative Method **405**
Craig Denton

X: ETHICS

- 26** Visual Ethics Theory **429**
Julianne H. Newton
- 27** A Survey of Reactions to Photographic Manipulation **445**
Shiela Reaves
- 28** Studying Visual Ethics by Applying a Typology of Visual Behavior **459**
Julianne H. Newton

XI: VISUAL LITERACY

- 29** Visual Literacy Theory **479**
Paul Messaris and Sandra Moriarty
- 30** Media Literacy, Aesthetics, and Culture **503**
Elizabeth Burch

XII: CULTURAL STUDIES

- 31** Cultural Studies Theory **521**
Victoria O'Donnell

32	A Burkean Analysis of a Television Promotional Advertisement	539
	<i>Joseph C. Harry</i>	
33	A Cultural Analysis of the Unisys "Monitor Head" Television Commercial	553
	<i>Victoria O'Donnell</i>	
34	A Historical Approach to Understanding Documentary Photographs: Dialogue, Interpretation, and Method	565
	<i>Gerald Davey</i>	
	<i>Author Index</i>	577
	<i>Subject Index</i>	589