

Visual Rhetoric

Reading & Writing

CAMERA ORIENTATION

Consider where the camera is placed in relation to the subject, and how it relates and contributes to the ad's overall message.

Close Up - The camera is located very close to the subject. In this type of shot, the subject is emphasized and the setting is either deemphasized or is nonexistent.

Middle Shot - In a middle shot, the subject is placed directly in front of the camera and the camera is not placed above or below the subject. This implies equality among subjects.

Long Shot - The camera is far away from the subject. In this type of shot, the setting rather than the subject is emphasized.

Low Shot - The camera is positioned below the subject, making the subject appear larger than life. This type of shot emphasizes the power and importance of the subject.

High Shot - The camera is positioned above the subject, making the subject appear smaller than usual. This type of shot deemphasizes the importance of the subject.

Front View - Is the subject facing the camera directly, or is the subject turned away from the camera? Front views, like close ups and middle shots, tend to emphasize the subject's confidence, power and prominence in the photograph.

Rear View - When a subject's back is turned to the camera, the setting (and other subjects) are emphasized. Oftentimes, this technique, like eye gaze, moves a viewer's eyes to different areas of the advertisement.

Reading Writing Rhetoric

Alice S. Horning, Elizabeth W. Kraemer



Reading Writing Rhetoric:

The Language of Composition Renee Shea, Lawrence Scanlon, Robin Aufses, Megan M. Harowitz, 2018-05-08 For over a decade *The Language of Composition* has been the most successful textbook written for the AP English Language and Composition Course Now its esteemed author team is back giving practical instruction geared toward training students to read and write at the college level The textbook is organized in two parts opening chapters that develop key rhetoric argument and synthesis skills followed by thematic chapters comprised of the finest classic and contemporary nonfiction and visual texts With engaging readings and reliable instruction *The Language of Composition* gives every students the opportunity for success in AP English Language AP is a trademark registered and or owned by the College Board which was not involved in the production of and does not endorse this product **The Language of Composition** Renee Hausmann Shea, Lawrence Scanlon, Robin Dissin Aufses, 2008 **Crossing America** Debbie W. Hunt, Linda D. Patterson, 2014-07-17 *Crossing America* is an interactive reading writing and grammar text that focuses on competencies that skilled readers and writers must master The text follows a thematic approach designed to provide cultural knowledge and awareness both to native speakers of English and to the limited English language population *Crossing America* Debbie W. Hunt, Deborah W. Hunt, Linda D. Patterson, 2012-05-30 *Crossing America* is an interactive reading writing and grammar text that focuses on competencies that skilled readers and writers must master The text follows a thematic approach designed to provide cultural knowledge and awareness both to native speakers of English and to the limited English language population Reading, Writing, and Rhetoric James Burl Hogins, Robert E. Yarber, 1967 Reading, Writing, Rhetoric William Herman, 1977 **Reading, Writing, and Rhetoric** James Burl Hogins, Robert E. Yarber, 1976 **Reading Writing** George Y. Trail, 1996 **Reading Writing** George Y. Trail, 2001 **Studyguide for the Language of Composition** Cram101 Textbook Reviews, 2013-12 Never HIGHLIGHT a Book Again Includes all testable terms concepts persons places and events Cram101 Just the FACTS101 studyguides gives all of the outlines highlights and quizzes for your textbook with optional online comprehensive practice tests Only Cram101 is Textbook Specific Accompanies 9781457628276 This item is printed on demand **Crossing America** Deborah W. Hunt, 2009 **The Language of Composition: Student edition** Renée Hausmann Shea, Lawrence Scanlon, Robin Dissin Aufses, Megan Harowitz Pankiewicz, 2018 Reconnecting Reading and Writing Alice S. Horning, Elizabeth W. Kraemer, 2013-09-06 *Reconnecting Reading and Writing* explores the ways in which reading can and should have a strong role in the teaching of writing in college *Reconnecting Reading and Writing* draws on broad perspectives from history and international work to show how and why reading should be reunited with writing in college and high school classrooms It presents an overview of relevant research on reading and how it can best be used to support and enhance writing instruction **Everyday Use** Hephzibah Roskelly, David A. Jolliffe, 2005 Brief and accessible this rhetoric teaches students to read closely critically and rhetorically and to write effectively to achieve their rhetorical

goals P The five traditional canons of rhetoric ndash invention arrangment style memory and delivery are introduced in a particularly accessible chapter showing students that rhetoric has roots in antiquity but essential applications in our own time Ch 2 Reading Writing Trail, **Reading, Writing, and Rewriting** William T. Moynihan,1964 **Reading, Writing and Rewriting** William T. Moynihan, Lee Donald W., Weil Herbert, 1961 **Reading, Writing and Rhetoric** St. Helena Unified School District, 1971 **Everyday Use** Hephzibah Roskelly, 2005 **Reading and Writing for Civic Literacy** Donald Lazere, 2015-12-03 This brief edition of a groundbreaking textbook addresses the need for college students to develop critical reading writing and thinking skills for self defense in the contentious arena of American civic rhetoric Designed for first year or more advanced composition and critical thinking courses it is one third shorter than the original edition more affordable for students and easier for teachers to cover in a semester or quarter It incorporates up to date new readings and analysis of controversies like the growing inequality of wealth in America and the debates in the 2008 presidential campaign expressed in opposing viewpoints from the political left and right Exercises help students understand the ideological positions and rhetorical patterns that underlie such opposing views Widely debated issues of whether objectivity is possible and whether there is a liberal or conservative bias in news and entertainment media as well as in education itself are foregrounded as topics for rhetorical analysis

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