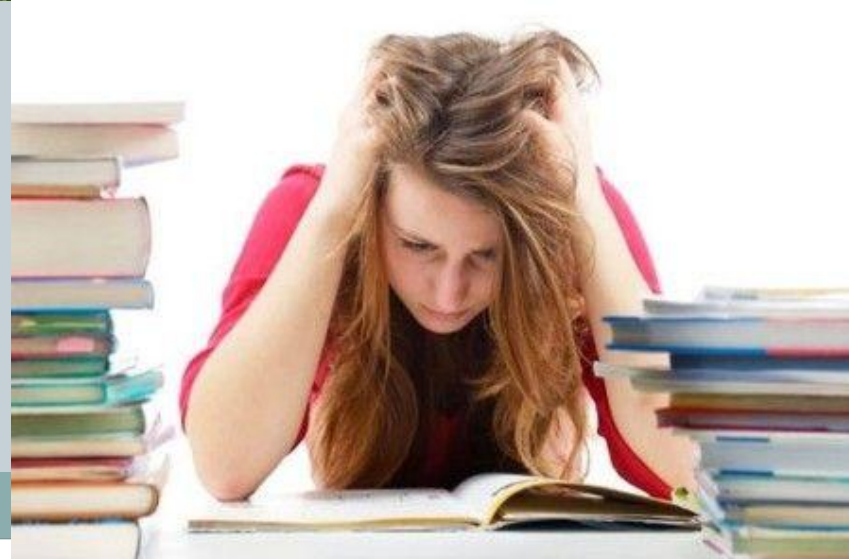


# VISUAL LITERACY

## Analysing Images for Academic Writing



# VISUAL LITERACY



- John Debes (1969, 1972)

- “The problem of the 21<sup>st</sup> century is the problem of the image.”

*W.J.T. Mitchell, 1995*

- Visual literacy is "understanding how people perceive objects, interpret what they see, and what they learn from them."

(White paper, Jan 2004)



# Visual Literacy

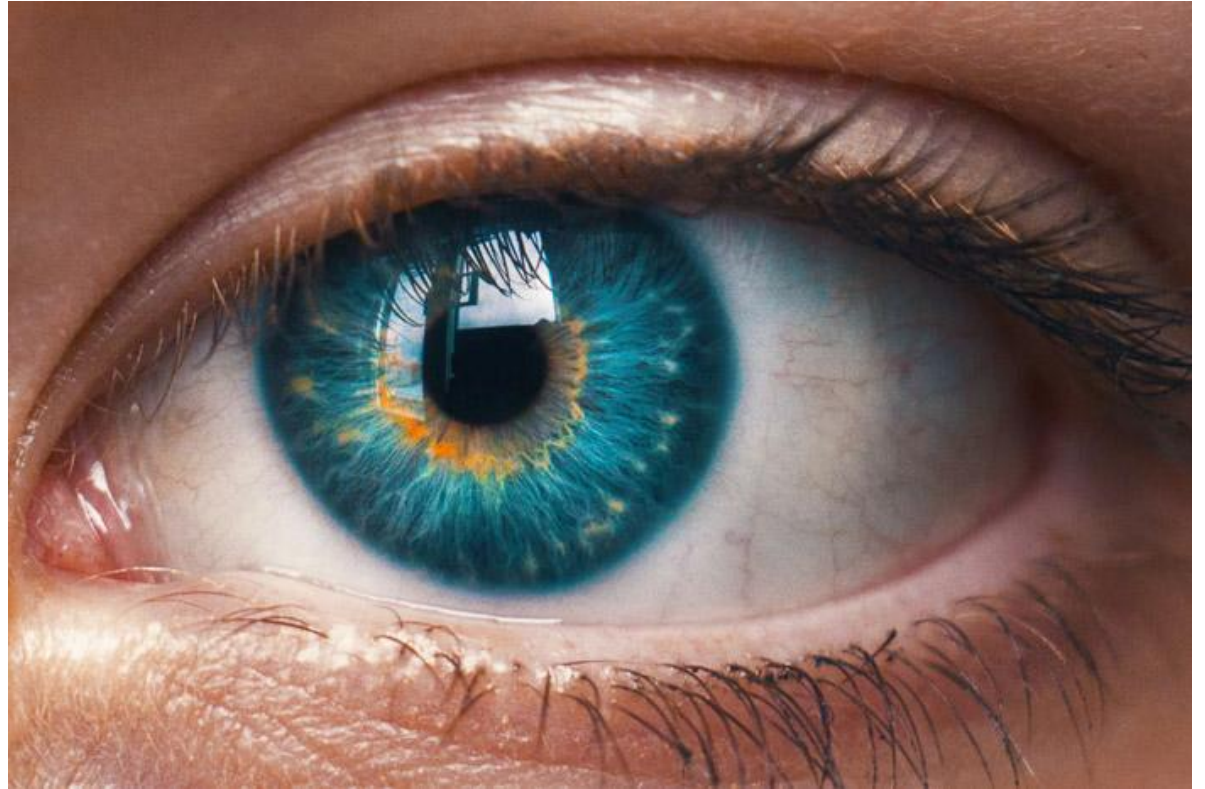
1. Literacy in a media-driven, image-saturated culture has a broader scope.
2. Visual literacy (VL) is the basic literacy in the thought process and can enhance verbal literacy.
3. An Image Analysis module on writing courses at UVT successfully enhances communication, critical thinking, creative and analytical skills.

Everything

we  
see

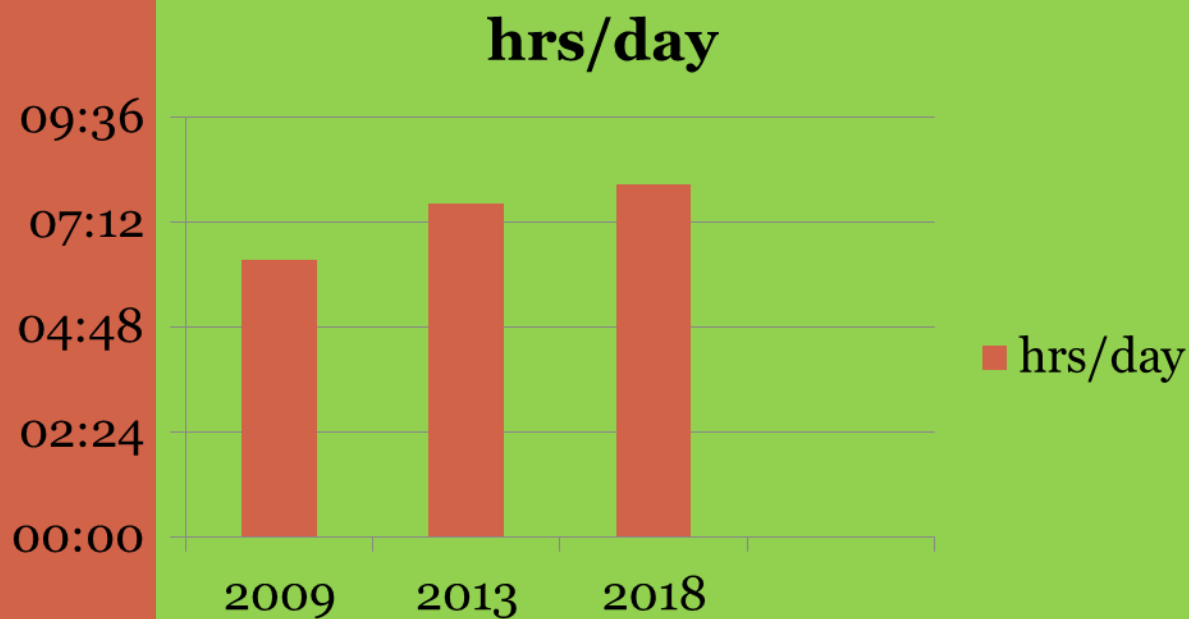
is

an image





# 21<sup>st</sup> Century Young Adults MEDIA CONSUMPTION



Nielsen Total Audience Report

# 21<sup>st</sup> Century Young Adults

## READING



The use of every type of media has increased over the past 10 years, with the exception of reading.



НАСЕЛЕНИЕ СПОРЕД ЧЕТЕНЕ НА КНИГИ ПО ПОЛ, ВЪЗРАСТ, ОБРАЗОВАНИЕ, ТРУДОВ СТАТУС И МЕСТОЖИВЕЕНЕ (2016 Г.)

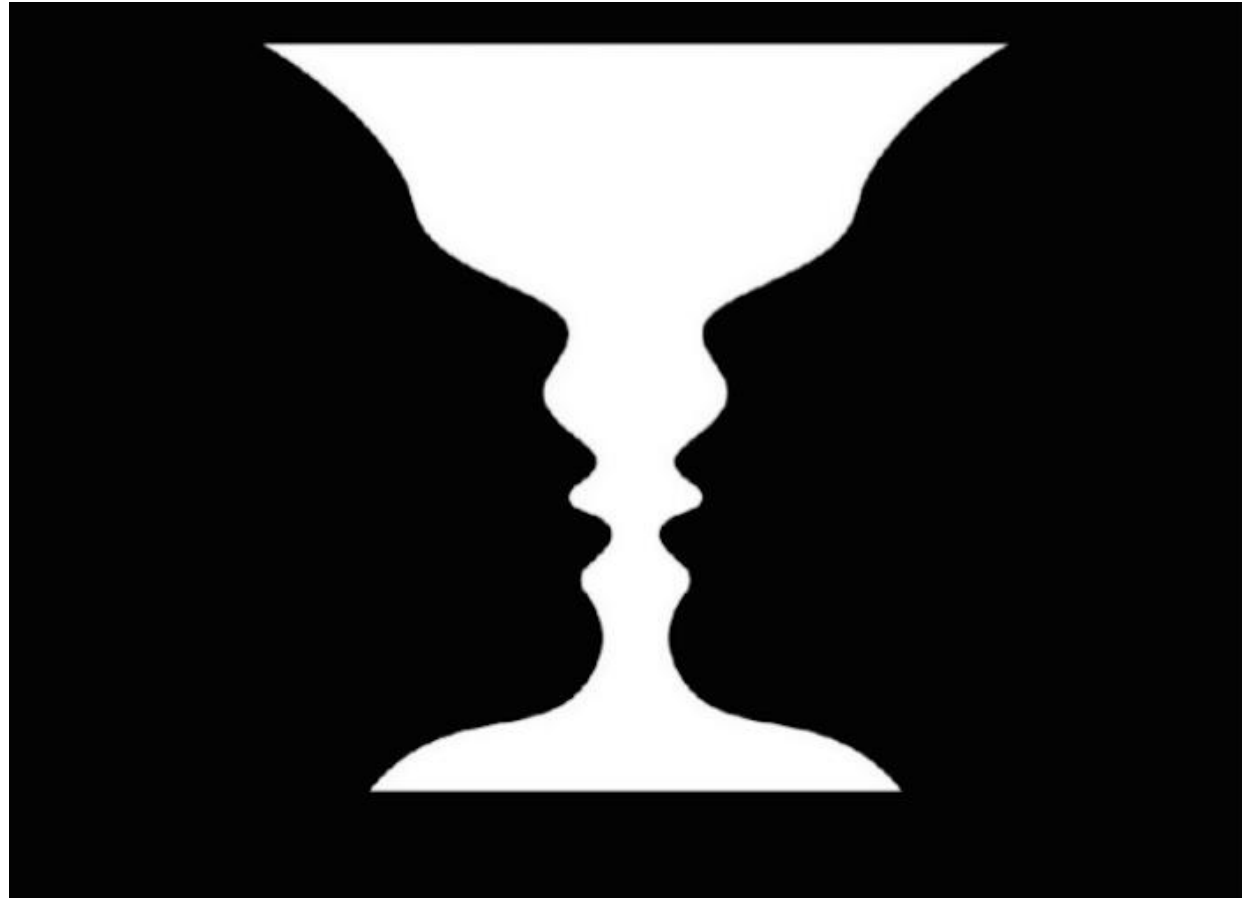
	Общо - бр.	Прочели поне една книга през последните 12 месеца		Не прочели нито една книга през последните 12 месеца	
		брой	%	брой	%
Общо	3 892 607	2 067 269	53.1	1 825 338	46.9
По пол					
Мъже	1 961 461	885 560	45.1	1 075 901	54.9
Жени	1 931 145	1 181 709	61.2	749 436	38.8
По възраст					
25 - 34	926 243	491 071	53.0	435 172	47.0
35 - 54	1 997 597	1 091 465	54.6	906 132	45.4
55 - 64	968 767	484 733	50.0	484 034	50.0



**Visual  
cognition**

and

**visual  
perception**



**Oh, I see!**




Textual  
literacy

and

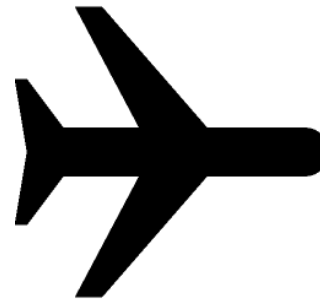
Visual literacy



**Images talk, they can be ‘read’.**



Can the language of  
visual images be  
emotive?



**Visual images are a language. We  
need to learn its alphabet, its  
vocabulary, its syntax.**

# Reading Visuals – Writing Visuals



## VISUAL SYNTAX

- Simplicity
- Balance
- Harmony
- Organisation
- Emphasis
- Legibility
- Unity
- Perspective
- Point of view
- Framing

## VISUAL VOCABULARY

- Point
- Line
- Shape
- Form
- Space
- Texture
- Light
- Colour
- Motion

# Reading Visuals – Writing Visuals

## VISUAL CODES

- Expression
- Gesture
- Clothing/Accessories
- Activity
- Objects
- Background
- Technique

Bethell, A. (1981)



# Image Analysis for Academic Writing



# Serre's Model of Analysis



Spontaneous 'reading' of image

Guided 'reading' of image

Analysis

Interpretation

Judgement

Serre-Floersheim, D. (1993)

# Reading the Image (Visual Thinking Strategy)



- What is going on in this picture?
- What in the picture makes you say that?
- What more can you find in the picture?

# Visual Thinking Strategy



- Contribution of every student is acknowledged
- Pointing to every visual element mentioned by student
- Paraphrasing every student's response
- Linking thoughts

# Writing Tasks



- *Free writing in Discussion on EasyClass platform*
- *Comparative analysis of two similar images (Reading and Writing Assignment)*

The screenshot displays the EasyClass platform interface. At the top, there are four small images: a billboard, a newspaper, a magazine, and a poster. Below these images, a user named Tanya Darvenova has posted a comment in Bulgarian: "Благодаря, Мари-Жанет. Д-р Енчев е 'на всеки километър', наистина!". The interface includes a navigation bar with links for Home, Courses, Groups, MyFiles, and Inbox. A search bar and user profile icons are also visible. The main content area shows a discussion thread titled "Mirela Pavlova > Class 'English for LAW: EL'". The thread contains a paragraph about advertising's impact on society, followed by a quote from Jean Kilbourne's "Killing Us Softly 4" regarding the sexualization of women in advertising. The thread concludes with a paragraph about the challenges of advertising and the need for critical thinking. The interface also features a "Write a Comment" text box and a "Like" button.



## **Benefits from the visual training**

1. Enhanced verbal skills
2. Improved expression and organisation of ideas
3. Increased student motivation



## **Benefits from the visual training**

4. Engaged all students
5. Increased understanding of various aspects of the modern world

# Principles of Visual Literacy



1. Visuals are a language
2. A visually literate person should be able to read and write visual language
3. A visually literate person should be able to process information visually in order to think visually





THANK YOU