In this chapter, we learn about the different aspects of visual rhetoric. All other rhetorical forms that are other than language or include more than language can be categorized as visual rhetoric (69). Visual rhetoric creates presence, which is defined as the creation of something in front of the audience's consciousness (71). Visuals are very influential because they immediately provoke a reaction and create a virtual experience for the viewer.

The textbook tells us that the United States and the rest of the world are becoming a visual culture. A visual culture is a culture distinguished by the ubiquity of visual forms of communication that appear in multiple media outlets like television, the internet, and magazines at the same time (72). Without the use of imagery in the media, the meaning of everything would have to be explained word for word rather than just shown directly. This is why television has a different effect on people than literature does, because it creates immediate responses rather than having to interpret your response through language.

An example of an influential visual from the past would be Rosie the Riveter. Rosie the Riveter was a poster used during WWII to represent the women who worked in the shipyards and factories to manufacture ammunition for American soldiers. The poster is a symbol for american feminism and is widely recognized by most people as an empowering symbol for the economic power that women possess.

