

VISUAL LITERACY: HOW TO READ WITH YOUR EYES OPEN!

What is visual literacy?

- The ability to look at an image, a photograph, a cartoon, or an advertisement, and find its hidden meaning.

Three-Step Visual Method

- **Step 1: Look at the picture.** Examine the details. The characters, background, and the facial expressions.
- **Step 2: Read the words.** Look at the headings, the font size, and the descriptions.
- **Step 3: Link them together.** Ask yourself: *How do the words support what I see in the picture?*

Advertisements

Decoding Advertisements

The primary purpose of any advertisement is **to persuade you** to make you buy a product, use a service, or change your behaviour.

- **Slogan:** A short, catchy phrase linked to a product that is easy to remember.
- **Logo:** The official design, symbol, or visual signature of a company.
- **Target Market:** The specific group of people the advertiser is trying to reach (e.g., health-conscious people, youth, or parents).
- **Layout & Font:** How the advert is arranged, and the style/size of the printed letters used to grab your attention.
- **Language Use:** The use of persuasive, emotional, or manipulative language to make you feel a certain way.



**Full of
Omega 3 & 6
seed goodness.**



Who is this advertisement aimed at?

Use the steps:

- **Step 1 (The Picture):** We see a seed-man with a **heart-shaped head**. There is also a heart-shaped Flora logo.
- **Step 2 (The Words):** The slogan says, **"LOVE YOUR HEART"**. The text tells us that the product is filled with Omega 3 & 6, which are good for your heart.
- **Step 3 (Link them):** By linking the heart-shaped images to the "LOVE YOUR HEART" slogan.
- **Target Market:** *This advertisement is aimed at health-conscious people or people who want to take care of their hearts.*

Discuss how the picture of the tub bursting open supports the written claim that the product is 'Full of seed goodness'?

- Look at the visual clues.
- The tub is physically bursting open because it is so packed.
- The little seed-man is straining and planting his foot against the tub to tie it shut with a rope.
- This visually emphasises the written claim that the tub is literally *bursting* with healthy ingredients.

Cartoons

FRED BASSET

Graham



Analysing Cartoons

- To read a cartoon, you must look out for the cartoonist's special "tools":
- Frames:** The individual boxes or drawings that show the sequence of the story.
- Speech Bubbles:** Smooth, rounded bubbles with a pointed tail showing who is speaking.
- Thought Bubbles:** Cloud-like shapes with small circles leading to the character's head, showing silent thoughts.
- Punctuation & Font:** Pay close attention! Words written in **BOLD CAPITAL LETTERS** combined with **exclamation marks (!)** indicate that a character is shouting or speaking in an angry tone.
- Visual Clues:** Look at **Facial Expressions** (smiles, scowls, wide eyes), **Body Language** (slouching, pointing fingers), and **Gestures** (shaking hands, running) to see how a character feels.

Refer to frames 1 and 2. How does the cartoonist show that the man is angry with his dog? Consider BOTH his body language and his words.

- In the picture (Body Language/Gestures):** The man is waving or pointing a finger angrily at the dog, and his facial expression is an angry scowl.
- In the words:** The cartoonist uses **capital letters** and **exclamation marks (!)** to show that the man is using an angry, shouting tone.

Look at the punchline in Frame 4

- The dog has a thought bubble that says: **"I switched off ages ago!"**
- If the exam asks: **"What does this thought bubble suggest about the dog's attitude?"**
- It suggests the dog is **indifferent**.
- He simply does not care or interest himself in what his master is shouting about. The humour comes from the **contrast** between the master's extreme anger and the dog's calm, unbothered reaction.

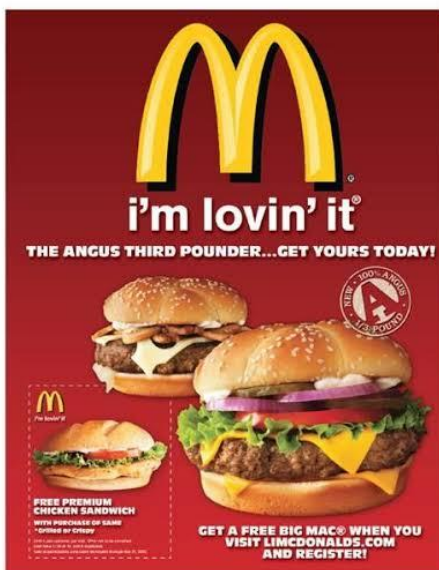
Reminder

- **Visual Literacy** is about finding the deeper meaning by linking images to words.
- In **Advertisements**, look for the *Slogan, Logo, and Target Market*. Ask yourself: *How are they trying to persuade me?*
- In **Cartoons**, look at *facial expressions, body language, punctuation, and bubbles* to find the humour or message.
- **Never write just "Yes" or "No"** in open-ended questions. Always back up your opinion with a strong reason from the text to get your marks!

Activity

- Find one advertisement and one cartoon.
- Identify the target market of the advertisement, and write down how the cartoonist uses punctuation to show emotion in the cartoon.
- Find the humour in the cartoon and explain it by using the clues in the cartoon.

Examples:



ISLCollective.com

MARKETING ADVERTISING

Advertisement

A. Introduction

1. Think of the last advertisement you have seen and discuss where/when you saw it? what was the brand? what was the product? Did you feel attracted? Why? Why not?

2. Think of two things you would like to buy right now (it doesn't matter if you can afford it or not). How did you find out about them? Why do you want to have them?

B. Vocabulary

1. Match the words below to their meanings.

1. Adverb
2. Book copy
3. Single
4. Logo
5. Headline

A) a little drawing that represents the company
B) a word or short sentence that gives the main idea of the ad
C) a photo or drawing
D) a small picture that gives more information about what is being advertised
E) a short phrase that is easy to remember and represents the company e.g. "Just do it" (Nike)

2. Look at this McDonald's advertisement and label the parts with the words above.

LIVWORKSHEETS

MADAM & EVE

