

# How Images Communicate Information

*What do the images you create, and collect communicate about you?*

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“To show forth a claim, an appearance, a truth, a state of affairs, a policy, a speaker, or an audience, through words spoken or written, or through images, structures or any human creation, is to engage in rhetoric.” - Thomas W. Benson

- Visual Rhetoric describes the study within rhetoric discipline that combines visual images and rhetoric. Understanding visual rhetoric allows viewers to accurately identify how images communicate information. Visual rhetoric is a key component of rhetorical study which explains the frequency of visual images and their impact on culture and society.
- Images are important tools used to communicate information and to engage history.
- Images evoke thoughts, provide indicators about the context of culture, and enhance the human experience.
- Images aid the neurological functions of the human brain and enables emotional learning to occur in shaping attitudes, thinking, and behavior.
- Images provide emotional templates, which can affect one’s communication, ideas, and actions.
- Representation theory is central to fields of semiotics, phenomenology and rhetoric.
- Representation theory investigates how images mediate between our internal and external worlds, examining how an image can represent something from the real world in the mind of a person.
- Representation theory illustrates how an image can represent something from the real world in the mind of a person.
- Four types of pictorial Representation Theory:
  1. Causal Relation theories
  2. Resemblance theories
  3. Convention theory
  4. Mental Construction Theories