

## The Rhetoric of The Image

Words I don't know:

- agglutinations
- ontology
- phonemes
- ineffable
- *a priori*
- assonance
- quasi-tautological
- anthropological
- suprasegmental

Words I understand are important:

- denoted/denotation
- connoted/connotation
- linguistic
- signified
- signifier
- *Italiandity*
- idiolect
- ideology
- anchorage
- relay

What I understood from the first section:

- If the picture of a word can have the same significance of the word? Or is it just a copy? Does it have the same meaning as its copy?
  - If it's only its copy then what gives a word its meaning? What makes an image more or less/better or worse than a word?
  - Uses advertising image to prove the theory of whether or not images are more/less/equally effective as words.

What I understood from "The Three Messages":

- There is the *linguistic message* which is the text, the *symbolic message*, which is the connoted image, and the *literal message* which is the denoted image.
  - He takes note of the composition and everything in its placement. There is a message with code and a message without code.
  - He makes note of the signified and the signifier.

### The Messages:

- The Linguistic Message
  - Images have a function to convey some sort of linguistic message. The image can function either with an “anchorage” text or a “relay” text.
- The Denoted Image
  - He says there’s no such thing as a “purely denoted image” and that every image is subjected to some kind of connotation.
- The Connoted Image
  - Images can contain multiple meanings but many of them depend on the viewer. Thus, the connotation of the image is not only constructed by the creator but also the person looking at it.

### The Rhetoric of The Image:

- There’s the idea of lexicons resulting in idiolects which result in ideologies. This makes me think of the signified/signifier relationship.
- I think the *connotators* are the signifiers aka the visual elements and so the *rhetoric of the image* is all the visual elements that can be signifiers but not all images are connotators some are denoted elements.

### My Questions:

- Did he really have to spend all that time squandering in word soup to answer what we already know? That sometimes visual images are symbolic and sometimes they’re not? Or did I miss something?
- What does this mean for images other than photos? What if the image is altered and isn’t in its “purest” form?