

Birdsell's Visual Argument

Meaning of visual claim or argument obviously depends on complex set of interpreters

Shared visual culture, accounting for exigence

Visuals were vague and didn't have clever messages are now super argumentative

Flags, metaphor, symbol demonstration and archetype

Makes an argument

Three types of context are important in the evaluation of Visual argument

- I. Immediate Visual Context
- II. Immediate Verbal Context
- III. Visual Context

By applying specify visual contexts and meanings to viral arguments, we extend the traditional verbal enthymeme

Use a kind adaptation that changes as culture does

Issues of resemblance and representation also come into play when analyzing a visual argument

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