

VISUAL DISCOURSE ANALYSIS CHECKLIST

Strategies for Content Interpretation

Use "fresh eyes"

Try to approach your materials without any definitive answers and open to new possibilities

Review sources

Allow the time and headspace to immerse yourself in all the elements that make up an image

Identify reoccurring references

Connections between sources and elements may lead to bigger themes

Examine the "effects of truth"

Consider how this image works to persuade people to believe something in particular

Note complexity and contradictions

Images can highlight the process of persuasion and there can be moments where dissent is acknowledged

Consider the invisible

Absences can have powerful effects, too