***What* is the image arguing?**

1. Is any information (such as text, or a detail of the image) highlighted or stressed to attract your attention? Why do you think this is?
2. What cultural values does the image evoke? Does the image reinforce these values or question them?
3. What role is played by the words that accompany the image? How do they clarify, reinforce, blur, or contradict the image’s message?

***How* is the image making that argument (rhetorical appeals)?**

1. What overall impression / feeling does the image create in you?
2. What positive or negative feelings about individuals or ideas does the image intend to evoke in its viewers (what are its appeals to pathos?)? Is this at odds with the actual feelings it evoked in you?
3. What is your impression of the creators of this image? Do they make any overt appeals to ethos?
4. Does the image make any appeals to logos? (In addition to facts / statistics / etc., remember also reasoning based on common sense, reasoning based on cultural values, analogies, etc.)

**Evaluation: Is this argument effective?**

1. Overall, do you think that this image makes a good argument? Why or why not?