

We've always been visual.

Images, videos, coffee cups, neon lights, labels on Kleenex. They're all a part of the visual rhetoric that we, as humans, take in on a daily basis.

EVERYTHING

COMMUNICATES

The world has combined old and new to form the multimodal communication we know. Everything that we see is influencing and directing us into our behaviors, even if we're not reading anything off of paper.

There can be no narrowing of how rhetoric can be used, because the world is constantly interacting with, and changing it. We text, we google, we youtube. We use multimodal rhetoric.

AS PROFESSIONAL WRITERS, WE MUST
MAKE THINKING THROUGH VISUAL
RHETORIC OUR

lives.

