

Visual Literacy & Narrative Storytelling

Wanjiru Waweru

Worcester State University

### What is a Visual Literacy?

Visual Literacy is a regulation of abilities that could be an individual to search, clarify, operate, and develop images and visual media. Visual Literacy skills guide people to observe and knowledge the context, culture, ethical, aesthetic, intellectual, technical section tolerate in the production of visual information.

### Why Visual Literacy is very important?

According to *University of Birmingham*, “it is important that you reflect critically on any images that you come across in your research and even when casually searching the internet and other visual media just as you would to written text. This guide offers you the skills to question why the author of a document has chosen particular images and why you react to them in the way you do.”

### Chapter 3: Visual Literacy & The Truth Behind an Image

Richard Campbell explained how the Visual Literacy involves in the media where how readers reflect it as they see it on images. Richard Campbell provide readers rhetorical questions to encourage them to use their critical thinking skills. “If every picture tells a story, what’s story in this photo? The photo itself reveals only certain information. But there is a lot more to understand in the story of the photo. (Campbell et. al., pg. 53)”

According to Campbell, it explains how this chapter used images to share the world a story. “In this chapter we will investigate how images tell a story, which in turn connects to a larger narrative about our culture, values, and society. (Campbell et. al., pg. 54)”

## Composition: The Visual's Aesthetic Power

### Composition

Composition is the development activity of organizing objects or frame. "When painting a picture, we're choosing where to place shapes and dots and lines on a two-dimensional plane. When we create a book or Web page design, we arrange images, words, and graphic elements, most typically filling some sort of rectangle. (Campbell et. al., pg. 54)"

### Color

Color decides a huge influence on visual image. "We consciously and unconsciously respond to color every day, and we are constantly making aesthetic choice related to color. (Campbell et. al., pg. 55)"

### Form

Form focus on the object that is in the frame based on the frame's size. "The simplest form is a dot, and placing a dot within the four walls of a frame commands attention. (Campbell et. al., pg. 56)" Shape connect to form. "The most basic shapes--square, circle, and triangle--are often connect to the three basic colors, red, blue, and yellow. Each shape in turn has an expressive quality. (Campbell et. al., pg. 58)"

### Line

A line portrays a narrative outstanding by itself. "Horizontal lines evoke calm and stability; vertical lines convey energy and upward thrust. Diagonal lines, like triangles, are dynamic, exciting, somewhat unstable, and for these reasons are advantageous toward visually communicating complicated ideas. (Campbell et. al., pg. 59)"

### Movement

According to Campbell, the movement involves three forms of shot: long, medium, and close-up. “A long shot (sometimes called an ‘establishing shot’) establishes place and context; a medium shot draws attention to a particular character or object; and close-up describes that character/object in terms of emotions, actions, or other details. (Campbell et. al., pg. 61)”

### Symiotics and Symbolic Meaning

#### Sign

According to Campbell, a sign use an object to provide readers the definition. It gave examples of sign. “Flowers are sign of spring; dark clouds are a sign that it might rain; yawning is a sign of indicating fatigue or boredom. (Campbell et. al., pg. 63)”

#### Semiotics

According to Campbell, semiotics is to research the signs which Ferdinand de Saussure and Charles Sanders Peirce created it in the early Twentieth century. “Both studied signs by breaking them down into fundamental parts--the word, image, gesture, or sensory cue and the concept--and asked important questions about how a sign is connected to the object to which it refers. (Campbell et. al., pg. 64)”

### Realism: Truth and Photography

According to Campbell, it mentioned about the honest role of photography. “One of the most controversial aspects of visual imagery is the relative truthfulness of images and the ease with which images can be manipulated--the question of whether visual can be trusted. (Campbell et. al., pg. 69)”

### What is a Narrative Storytelling?

A Narrative is a type of writing that explains a story. Narrative could appear on essays, fairy tales, movies, and many more. There five parts of narrative: plot, setting, character, conflict, and theme. Writers use their perspective, narrative skills, chronological order, and other skills to share a story.

### Why Narrative Storytelling is important in media?

The research of narrative takes place in the intersection way on the context of the media to explain a story. Narrative is firmly linked to the audience and occasion of the text.

Conventions portrays to share a story to focus on the dependent of medium. A research of narrative became useful in achievement standards.

### Chapter 4: Narrative Formulas & The Cycle of Storytelling

Campbell explained the important role of *Narrative Formulas & The Cycle of Storytelling*.

“This book acknowledges the centrality--and limitations--of stories in our daily lives and how they provide the models through which we understand the world. Our perspective here aims a critical lens at the narrative as that cultural space where we work out what’s important and meaningful. (Campbell et. al., 2014 pg. 81)”

### Heremony, Common Sense, and Storytelling

According to Campbell, it explained how you observe storytelling in the American culture. “To understand the power of stories in our culture, it is critical to first understand power in general. Toward that end and in order to lay out the social relationships among politics, culture, and democracy, this book grounds a view of power in the concept of hegemony. (Campbell et. al., 2014, pg. 81)”

### Defining Narrative Forms

Campbell explained in order to maintain your storytelling, you need to create a case to gain strength in certain ways in how media wants you to portray it. “Making the case that power is maintained and values are transmitted through common sense stories requires an examination of the common ways that narratives manifest themselves in our culture. (Campbell et. al., 2014, pg. 87)”

### A Storm of Silence: Study Finds Media Is Largely Ignoring Link Between Hurricanes and Climate Change

According to *Democracy Now*, *A Storm of Silence* is based on the Public Citizens reported to discuss and reflect on climate change where the media did not go very well as explained on the issue of the hurricane. Television networks made a statement on Hurricane Harvey and it called this a “extreme weather,” therefore, nobody mentioned about how the ocean temperatures could “lead to heavier winds, warmer air causes more precipitation, higher sea levels exacerbate storm urges.” The report testify 18 media sources to find more information Hurricane Harvey. “Looking at 10 major newspapers, three weekly news magazines and national programming from ABC, CBS, NBC, CNN, Fox News over course of eight days’ worth of Hurricane Harvey coverage.”

### Conclusion

Visual Literacy is very useful for the media to tell the story. Narrative Storytelling used the media content in a different inconsistent way. Richard Campbell explained about the important role for both *Visual Literacy and the Truth behind an Image* and *Narrative Formulas*

& *The Cycle of Storytelling* on the *Media In Society* book. *Democracy Now* struggled to find a solution of Hurricane Harvey to use sources to seek for evidence.

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