

Example 4: Analyzing A Protest Poster

Introduction

- Identify the protest movement, setting, and purpose of the poster.
- Mention the visual focus—such as color, imagery, or typography.
- End with a thesis that highlights how visual contrast and minimal text produce urgency and impact.

Body Paragraph 1 (Ethos)

- Show how recognizable symbols or faces create authenticity.
- Explain how inclusion of real imagery connects the poster to the people it represents.

Body Paragraph 2 (Pathos)

- Describe how color choices, expressions, and layout evoke emotional reaction.
- Discuss how the design stirs empathy or anger in the viewer.

Body Paragraph 3 (Logos)

- Analyze how a short, bold slogan communicates a full argument in seconds.
- Explain how simplicity helps viewers process information instantly.

Conclusion

- Summarize how visual design translates emotion into action.
- Reflect on how art and advocacy merge in public persuasion.