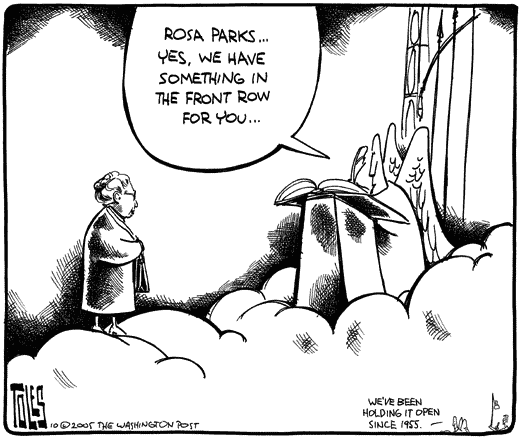
**11AP**

**Rhetorical Analysis of Visual Texts**

Many visual texts are full-fledged arguments. Although the may not be written in paragraphs or have a traditional thesis, they are occasioned by specific circumstances, they have a purpose (whether it is to comment on a current event or simply to urge you to buy something), and they make a claim and support it with appeals to authority, emotion, and reason.



*\*Tom Toles, a respected and award-winning political cartoonist, drew this after the death of civil-rights icon Rosa Parks in 2006. Parks was the woman who refused to give up her seat on the bus in Montgomery, Alabama; that act came to symbolize the struggle for racial equality in the United States.*

We can discuss the cartoon rhetorically, just as we’ve been examining texts that are exclusively verbal.

With a partner, please use SOAPS to analyze the rhetorical situation in this cartoon.