

## COVER LETTER

Meaningful insights I have gotten through this unit were different ways to write efficiently and effectively with the different things we learned within creating our visual argument. Regarding language, I feel like I have learned new things like serifs, what they mean and what they are used for. Within rhetoric, I have learned when coming up with a concept for this visual essay. Many things go into making something like an ad, poster, etc.; for example, color schemes, font style, and size all have a part to play when creating a visual argument effectively to grab people's attention. Within my writing, I feel like I was able to get more comfortable and not approach this in a way where I feel like it is a heavy academic paper that I put a lot of stress on to make work “perfect” way. Concepts that have impacted my learning process, along with my writing, are to pick topics I enjoy discussing. Then, I can easily have something written down to build into a stronger piece of work to submit. When writing, I found myself sticking to audiences I know and can appeal to due to me relating and carrying the same beliefs these communities due; these communities are usually gen-z, minorities, women, and the LGBTQIA+ community. Things this unit has helped me achieve as a creative writing major is trying to find different outlets for my creativity and incorporate it with my writing. This essay has given me many ideas for my future pieces and indevours. This class so far has helped me understand ways to turn an idea into a reality. Specifically, with this assignment, I have found myself trying to pair these with each other. When completing the drawing attached to this essay, I found it connects to what I have written when describing the concept art in class. Another moment in class that I enjoyed was our peer-reviewed sessions reading each other's essays and looking at people's visuals.

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Visual Argument

For my visual argument, I want to dive into the discussion of body image, specifically body shaming. My graphic for this argument will be hand drawn, showcasing the issue through social media and helping show a source where this issue occurs the most. In my opinion, I want to talk about how social media has made it easier for those to judge others and the effects of their judgment. Other texts usually highlight incidents of those who have lost their lives due to body shaming and bullying. Other texts talk about the demographics of how many people have been lost due to this issue or how many people go through this issue and continue to suffer.

The purpose of the visual argument I am selecting is to highlight the cause of body image and to have a decline in body shaming within social media. Highlighted issues we frequently see on social media platforms that tear down the process of self-love and healing many are going through due to past problems with eating disorders, body dysmorphia, self-confidence, bullying, etc. For this argument, I anticipate this to be presented as an advocacy ad on platforms such as Instagram, TikTok, Twitter, street murals, and Subway transit posters. These platforms are where everyone mainly looks for things about pop culture and trends. These platforms reach various demographics from all over the globe, even though my primary intended audience is to target today's youth but to older crowds on social media artists. For this to take effect, I am trying to reach those struggling with their body image or those who have body shame to take a step back and look at the repercussions people face from their judgment, as well as for those who are advocating for the exact cause to continue the good fight of uplifting others who struggle just as they did. Those who use the platforms or sources of news/trends usually have a big enough platform to advocate large varying audiences, which together adds to the community of those seeking to help or struggling to find those dealing with the same issues.

Within this image, we see the background with a solid grey to black ombré color effect with negative comments going across in white lettering. The lettering is a 25-text-sized font. The main image is a smartphone as the focus point, signifying the vital role devices and social media

plays in this issue due to both being so easy to access to jump online and harass others anonymously. This innovative device will be centered within this artwork in black, with the device powered on and pulled to a social media platform such as Instagram for this artwork. Within this device, the color scheme follows the actual app; white, pink, purple, and yellow. But the overall color scheme of the art will follow black, white, and grey. The image shown within the phone is to stay true to the app Instagram using happy, lively colors to show how excited people are to possibly share themselves and their life experiences with the world, so with these two contrasting colors, we see two sides of life; light and dark. The image displayed on the phone will be a hand-drawn silhouette of a female body within a picture post, stating the profile as thin, with protruding ribs and hips. Marks covering the body, possibly due to self-harm, this image will show the seriousness of this issue, displaying what a body looks like when they try to chase that “ideal” body type society tries to push about impressionable people. In addition to this, the silhouette will show the picture as a full-body “selfie” picture at a show at an angle to show the entire image to fit the post box. At the bottom of this post in the comment section, the username of the profile belonging to this picture will follow negative and positive comments varying from both sides, either praising this person's physique. The other side will be negative comments telling this person posting the picture things like “you’re too big” or “you’re disgusting.”

My attention grabbers for my image are hand-drawn images of the silhouettes and digitally edited components within the main idea, and the pictures of another body type off to the left of the main focal point image. These aspects make the image so attention-grabbing at first glance in either a social media ad, subway poster, or flier in a magazine. When looking at his sign in its selected format, they will look at it for a short period of the day. Due to the colors being used within the image to grab an on-looker's attention even from a side glance. For example, walking from train to train in a daily commute on the subway will grab their attention due to the colors at first glance. Simply showing the image and holding said person's focus for them to take in the rest of the side pictures and small characteristics this image is displaying, they will intake the message that is being shown to them and peak at their curiosity as to why this is there. The slogan/main line is showcased as a text chat bubble saying, “when is it enough?” it is purposefully placed to the side of the main focal image to adhere to

the audience's sympathy and outright state the cause's message this way showing the connection with how easy it is to say things online and how people will react to negative remarks being made about their appearance by strangers. The goal of this image is to make those feel sympathetic to those dealing with body shaming attacks, as well as to show those who do body shame that it is not okay in the slightest and give real-life examples of how people will be affected by this. The choices of these platforms are being used to present this image for it to be easily accessible to all, with everyone on their phones so much in this day and age. Using it on social media-based platforms is for it to go exactly where this occurs, helping combat those insistent on pushing social norms.

My rhetorical strategies used within this visual argument are Pathos and Logos. The use of Pathos is by firstly since this image will be online, it is already trying to appeal to those who frequent the internet. Secondly, This image engages with those who may have had an experience being body shamed in-person or online establishing that feeling of relatability. The picture tries to emotionally engage different backgrounds by incorporating different demographics within the image and not just one body type and ethnic group. The visual argument piece is trying to make those whose body shame open to how their words truly affect people physically and mentally, urging them to think twice before posting messages on their social media platforms. Another rhetorical strategy being used is Logos's aspect by asking how this image can effectively show reasoning as to why body shaming is terrible and give reasonings as to why within the picture that will be presented to others across the globe. With this in mind, Logos is portrayed by the silhouettes and negative background messages used to show cause and effect.

For this to work effectively in such a manner, I want to push those reading and observing the artwork to consider the benefits of those being out in the world; I urge my audience to fully support advocating for those who cannot speak for themselves or are struggling to speak up against body shaming. Coming together as a community to combat social norms and those wishing to enforce them will help raise awareness of this issue and show that there are those willing to support those still silently fighting by themselves. Think of those you know or know of dealing with similar problems who need someone to be their first line of defense against the opposing side. Lastly, consider what you wish others would do for you if you deal with body shaming.

