



# Exchange programme Vrije Universiteit Amsterdam

Vrije Universiteit Amsterdam - Exchange programme Vrije Universiteit Amsterdam - 2024-2025

## Exchange

Vrije Universiteit Amsterdam offers many English-taught courses in a variety of subjects, ranging from arts & culture and social sciences, neurosciences and computer science, to economics and business administration.

The International Office is responsible for course approval and course registration for exchange students. For details about course registration, requirements, credits, semesters and so on, please [visit the exchange programmes webpages](#).

# Visual Rhetoric

Course Code	L_NCBACIW311
Credits	6
Period	P5
Course Level	300
Language Of Tuition	English
Faculty	Faculty of Humanities
Course Coordinator	dr. E.M. Hoey
Examiner	dr. E.M. Hoey
Teaching Staff	dr. F.M. Sterk, dr. E.M. Hoey
Teaching method(s)	Seminar, Lecture

## Course Objective

- To acquire knowledge of processing verbal and visual messages, and especially their interactions;
- To learn the fundamental cognitive principles behind visual metaphors in advertising and other persuasive communication, and the interplay of text and visuals in instructional communication;
- To investigate communication messages with appropriate research methods;
- To apply learned knowledge to well-reasoned assessment of communication messages; and
- To explore the possibilities of working in the professional domain of graphic design

## Course Content

Images are becoming more and more important in communication messages. Dependent on communicative goals, both the design and function of images in documents may differ. In three themes we will consider how images are processed differently by viewers due to other functions they serve. We will look at visual metaphors in advertising and their persuasive function. We will also study the how visual and verbal content comes together in learning contexts. In both cases, the interplay of images with text plays a pivotal role. Theories of information processing will be studied and applied to analyze the role of images in documents and the intended and unintended effects they may have on document users.

## Additional Information Teaching Methods

One lecture and one seminar a week (two hours each). Attendance at seminars is mandatory.

## Method of Assessment

Written examination (50%) and assignments (50%). All graded elements should be 5.5/10 in order to pass the course.

## Literature

Research articles, to be announced on the Canvas site.

## Additional Information Target Audience

Third year bachelor's students of Communication and Information Studies (Language and Media, and Media en Journalistiek)

## Custom Course Registration

This course has seminars, but you cannot self-register for a group. If you want to know the times of all the workgroups, go to [rooster.vu.nl](http://rooster.vu.nl), click on the options at the right hand side of the course title and select 'Choose groups'. In the first week, your specific work group will be assigned by the course coordinator.

## Recommended background knowledge

Document Design and Applied Statistics