



## DIGITAL STORYTELLING (DST): SPECIALIZED ASSIGNMENTS 15

### INTERCULTURAL LITERACY 1: LEARNING ABOUT VISUAL RHETORIC AND METAPHOR

#### Phase 1) Understand the power of an image

- Look at the following [image of ice-cream](#) and answer the questions below and take notes.
  1. What can you see and how do you understand it?
  2. Why do you think the author/s created the image the way they did?
  3. In which context was this image created (consider e.g., historical era, country, socio-political situation)?
  4. Does the image attract your attention? If so, why and how? If not, why?
  5. Which information does the image accentuate?
  6. Does the slogan support the image? How?
  7. Does the image provoke any feelings?
  8. Who is the target audience?
- Discuss your findings with others and compare your notes.
- Collect your ideas jointly on a digital collaboration platform such as [Padlet](#), so that you can return to your ideas easily when you proceed with your work.

#### Phase 2) Familiarise yourself with the concept of visual metaphors and visual rhetoric

- Read the following texts by Nordquist (2018) on [visual metaphors](#) and (2020) on [visual rhetoric](#).
- Summarise the key takeaways and discuss them with others, note down your ideas jointly on Padlet.
- Search for different images that can be used as metaphors and compare your ideas with others.
- Collect some good examples on Padlet and post comments there.

#### Phase 3) Learn about metaphors of CULTURE

- Study the following images of [jelly beans](#), [an iceberg](#), [an onion](#), [a cat and a lion](#), [a boat and a land](#), [a campfire](#), [a fishbowl](#), and [a peach and a coconut](#), and explain why they can be seen as visual metaphors of CULTURE or metaphors related to intercultural communication.
- Label the images with the following expressions and discuss your choice with others: *bias, diversity, perspectives, culture shock, layers, myths and storytelling, soft and hard, invisible*.
- Discuss your answers with others and collect your key ideas on Padlet.
- Carry out a debriefing discussion summarising your key learning/takeaways from this assignment.

