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Subject

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Analyzing the Union of Concerned Scientists’ Visual Rhetoric

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In an organization, information passage plays an essential role in ensuring the success of the particular firm. Due to the increase in competition in the market, there requires each organization to come up with a way that they can pass the information to workers in the various departments in the organizations (Stair & Reynolds 5). Visual rhetoric serves as one of the most important ways that a stakeholder in an organization can share and convey essential information through the medium of an image. Visual rhetoric is the communication method that encompasses the use of visual messages and texts.

In most cases, the methodology calls for recommendable skills in visual literacy as well as the ability of an individual to thoroughly analyze images and other visual texts to understand their meaning. Organizations interested in building awareness around an issue and receiving monetary support can use visual rhetoric to engage a stronger following and, in turn, increase donor support. The Union of Concerned Scientists is one of the largest organizations that work in the attempt to provide some of the required technological devices across the country as well as playing an essential role in advocating for environmental conservation through their campaigns. Through some of their attacks, the organization has resulted in the reduction of the rate at which ecological degradation cases advances in the society. The Union of Concerned Scientists uses the above form of communication to pass information to their target. Within this paper, I plan to address the visual representations used by the organization to ensure their success.

The success of environmental conservation depends on the attempt of the various organizations to address the issue in hand (Barnett et al.20). To convey the message on the need to conserve the environment the stated organization uses two images. The section below represents the selected pictures and how the understanding of the word will bring about a pollution free environment. The data of the message presented by this firm and the implementation of the most applicable measures will eventually result in a safer climate.

The Union of Concerned Scientists, in their attempt to convey their message, uses an image with a representation of the environment as one of their primary photos. In this image, the firm passes the intended information of their undefined need to protect the environment by ensuring an emission-free world. In this image, the green environment also stands for how the organization sees the world in the future after the environmental degradation cases finally reduce. Through this image, the stakeholder shows the use of green energy as one of the most important sources of energy that may result in an emission-free world thus resulting in environmental conservation. For example, the wind turbines responsible for generating wind-driven power has improved the preservation of the environment through various ways such as the reduction of gases that result from the energy production processes.

Similarly, the process also plays a part in reducing the cost of production as the production method falls in the renewable forms of energy. A closer look at the picture used in this case shows that the represented environment does not support life. The energy production methods used in the example depicted in the second image pollutes the situation and do not observe the various measures set in the aim of energy and degradation regulation. Organizations, in this case, ends up emitting poisonous gasses to the environment, which has destroyed the environment. As a result of the situation as mentioned above, the life-supporting ability of this area deteriorates, and this leads to the loss of lives. In the second image, the absence of the well-known sources of green energy shows that the entire place depends on non-renewable sources of energy. Due to this, one can conclude that the economic structure of this area is somehow deteriorating.

The images as mentioned help in conveying a crucial message to the different stakeholders. In the first image, the use of bright colors helps to represent nature. In addition to that, the model overemphasizes on the various methods of energy production that assist in achieving environmental conservation (Denstek & Aslan, 13). To reach more audience and to express simplicity the image refrains from the use of texts that would otherwise bring about another representation of the image. The method of green color in the first image helps to represent green sources of energy as well as the impacts of using non-hazardous sources of power on the environment. Designers considered simple design techniques, so that the organization's mission and purpose could be more easily understood.

For the second image, the use of a relatively darker theme is emphasized. In this case, the use of a colored image helps the organization to show the negative impacts of pollution. Also, the second image does not show any sign of life in the represented environment. A thorough analysis of the model may relate the lack of signs of experience in the second image to the lack of environmental conservation measures in this region. Emission of dangerous fumes to the environment as well as the use of the considerably non-renewable sources of energy forms a significant linkage with the lack of life in this area. In this image, the several texts used helps to show to the targeted audience the considerable influence of environmental degradation.

Through the above message as showcased, one can learn that we still have a clear obligation to conserve the environment. Shortly, I would like to conduct a study that will point out the various methods that can apply in the successful prevention of emission of dangerous gases to the environment. In addition to that, a study to determine whether the implementation of other sources of energy rather than the non-renewable sources would also help. In this study, the researcher should point out the most useful most useful sources of energy and their rate of production. In that regard, the government and involved stakeholders should invest their time and resource4s towards the success of the green sources of energy.



Image 1



Image 2

Works cited

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