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Visual Communication. Images with Messages (1995)

1. **Personal Perspective** (superficial analysis that reveals a lot about the person making the comments)
2. **Historical Perspective** (when the image was made? What happened in the area where and when the image was made? Which is the style that the image imitates?)
3. **Technical Perspective** (how was the image produced? With which techniques? Is the image of good quality?)
4. **Ethical Perspective** (we have to express consideration about the behavior; try to interpret the image as a mirror of philosophical ideas)
5. **Cultural Perspective** (we have to refine our analysis, giving sense to the previous perspectives; we have to identify symbols and metaphors, with the aim to define the meaning of the image for the whole society; questions: what is the story and the symbolism involved in the visual message? What metaphors can be expressed through the image?)
6. **Critical Perspective** (we have to transcend the particular image to enter the culture of the society that accept or refuse the image; the critical perspective redefines the personal perspective in terms of universal conclusion about the human nature)