

Specific Goal: To inform the audience about the power of visual art.

Thesis: To discuss how visual art has the power to be used as a means to express oneself, to affect one's health, and to influence people.

Intro:

- I. "A picture is worth a thousand words" we've all heard this quote before, but honestly, a picture can do so much more than that.
- II. My goal is to inform you about the power of visual art or art imagery.
- III. I chose this topic because I've always been fascinated with art especially visual art... I take photos too.
- IV. Today I will discuss how visual art has the power to be used as a means to express oneself, to affect one's health, and to influence people.

First I will begin with the more noticeable aspects of visual arts.

Body:

I. This being the power of visual art as a means for expression.

A. One of the more apparent examples of such is through drawings which uses visual imagery is used here to express ones emotions.

1. In Greg Ben's article "How do people express themselves using art?" from *Hubpages* published in 2010, he shares that art "is a way a person can express how he/she feels at the time. People may also wish to spread a... feeling they have with others." This allows for connections to be made so that a deeper, expressive, and emotional understanding is developed.

2. An example comes from an expressionist artist named Emil Nolde and his artwork titled *Flower Garden (Girl and Washing)*.

3. His "excessive choice of colors" such as his "golden yellows and deep reds gave a luminous quality to otherwise somber tones," stated from the Wahooart site. So this particular piece may make the viewer see light in what could be a dark scenario.

B. Another example of how visual art has the power to expression is in tattoos by values.

1. In Abigail Tucker's "Looking at the World's Tattoos" magazine from the *Smithsonian* website, she quoted a man named Rainier who said "'Tattoos express identity... they say this is who I am, and what I've done,'" Tattoos usually reflect us in some manner.

2. For example, the same source quotes "The dark scrawls on a Cambodian monk's chest reflect his religious beliefs." (IBID). The tattoo must be placed on his chest.

TransitionL Deep expressions and feelings bring me to my next topic.

II. Visual art has the power to affect our health too.

A. These health effects can be shown on a mental level.

1. It has been proven by Anne Bolwerk's "How art Changes Your Brain: Differential Effects of Visual Art Production and Cognitive Art Evaluation on Functional Brain Connectivity" study published in 2014 which showed that "visual art interventions have stabilizing effects on the individual by reducing distress, increasing self-reflection and self-awareness, altering behavior and thinking patterns"

2. Visual art is used as therapy (IBID). Makes people feel ease and calm which is why stress is reduced and why it make be used as therapy. The affects are greatly shown around the temporal brain area. Very effective on ages 65 and up (IBID).

B. They can also been seen in the physical aspect of health too as a result from the mental level.

1. The same source even claimed that visual art "normalize[s] heart rate, blood pressure, or even cortisol levels" (IBID). High stress and high blood pressure correlates so a decrease in one can mean a decrease in another.

2. According to Gregben, "it is an outlet from the pressures of work and family situations." ("How do people express themselves through art?") Or any other stress related situation to vent and therefore release bottled up tension.

Lastly, let's see how art can affect our thoughts without need for a single word.

III. Visual imagery is pretty powerful when it comes to influencing people.

A. Just think about any time you've turned on the tv and dozens of ads popped up one after the other, like beauty ads.

1. According "Flattery Will Get an Ad Nowhere" by Pamela Paul from the *NYTimes* published in 2010, "Advertisements displaying beauty-enhancing (rather than problem-solving) products are likely to remind consumers of their own shortcomings." These ads are designed to make women view themselves more negatively so that they become influenced that they need these products.

2. "In advertising, implicature refers to the implicit message carried out by an image in an ad. The presence of a cashmere scarf next to a lipstick, for example, can imply luxury and softness" (IBID). Meaning, if you use this product then you too can live like this.

B. We also use visual images to influence an audience when dealing with propaganda, that's what it's all about.

1. Jennifer Keene explains in her "*Propaganda Posters*" magazine how putting up "posters that contained pictures and very few words was an effective way to spread messages." For example "World War I propaganda posters tried to whip up hatred of the enemy. They often depicted the enemy as a violent beast, intent on destruction and conquest." These images tried to influence the viewer into hating.

2. Still used in politics today. The other day on my way to school I saw a billboard of the classic "We Can Do It" poster but instead of promoting working women it was bringing awareness to women's heart disease.

Conclusion:

I. Visual art has the power to express oneself, to affect one's health, and to influence people. (Thesis)

II. Today I have informed you about some of the power visual art or art imagery holds. (Goal)

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III. I hope you guys have a deeper understanding of how important art has become to accomplish many task. (Importance)

IV. So yes, a painting can say 1,000 words but it can have an infinite number of effects. (Hook)

Bib Page

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"Flower Garden (Girl and Washing)", 1908 by Emile Nolde. *En.wahooart*. N.p., n.d. Web. 14 Apr. 2015.