**Author vs. reader driven stories**

- Reader driven:
  - Multiple orderings
  - Less messaging
  - More open interactivity

- Author driven:
  - Prescribed ordering
  - Stronger messaging
  - Limited interactivity

**3. Narrative structure tactics**

- Ordering
- Messaging
- Interactivity

**Taxonomy of Rhetorical Strategies**

- **Rhetorical Categories**
  - Information Access
  - Provenance
  - Mapping
  - Procedural
  - Linguistic

- **Editorial Layers**
  - Data
  - Visual Representation
  - Annotation
  - Interactivity

**Visualization rhetoric**

**Rhetoric / framing:** How an interpretation arises from a representation, plus individual, social factors

**Framing effects:** Small changes in presentation of an issue result in significant changes in opinion

**Method**

- 51 professional produced narrative visualizations
- NYT, BBC, Economist, local news, political outlets
- Narrative qualitative coding, seeded schema with semiotics, persuasion concepts