**How do texts create distinctive images?**

It is a sense of the unexpected contained within the photo ‘*The Falling Man’* by Richard Drew taken on September 11, 2001 that makes it distinctive for the responder. This image uses the elements of visual language to create its distinctiveness, capturing a snapshot of a moment in time allowing the responder to be surprised by the unexpectedness of the visual elements used. This photo depicts a man who jumped from the Twin Towers during the September 11 terrorist attacks and it shows him free-falling, upside down with only the uniform architecture of the massive skyscraper behind him. The horrific context of the photo is actually left out of the image and the responder does not see any of the destruction, fire or death that so characterises our historical and cultural understanding of this event. The man himself becomes the focus of the photo as he is centrally placed within the frame, in perfect alignment with the vertical lines of the building and the composition is visually balanced and almost appealing. This is unexpected because the details of the photo tell the responder that it is a snapshot of a moment of destruction and death. This image is distinctive because the sense of peace and harmony creates such a surprising slant or perspective on what is usually depicted as an horrific event.