

## Unit 1 – Media Language

**Denotation** – the literal interpretation of something, cannot be argued

**Connotation** – interpretation of something, can be argued, is often affected by culture and societal expectations

**Sign** – the thing that is being used to convey meaning

**Signifier** – things that give meaning (like denotation) – example – a red apple

**Signified** – the mental concept (like connotation) – example – apples are healthy, could be 1 of your 5-a-day

**Icon** – a signifier that physically resembles the signified – example – male / female toilet signs

**Symbol** – a signifier that cannot exist without the signified – example – peace symbol

**Index** – a signifier that represents the signified but is culturally learned / different

**Barthes** – media theorist who discusses signifiers and signified

**Extreme Close Up** – focuses attention on a body part to show character discomfort

**Close Up** – full head shot to focus attention on one thing, establishes relationship with the character and their thoughts / feelings

**Mid Shot** – stomach area upwards, shows some details of movement/action, allows us to focus on dialogue

**Long Shot** – full body shot, draws attention to costume, location, perspective, suggests the action is more important than what is being said

**Wide Shot** – so far from the subject, often used as establishing shot, suggests location

**High Angle** – shot looking down on the subject, suggests subject is weak

**Low Angle** – shot looking up at subject, suggests subject is powerful

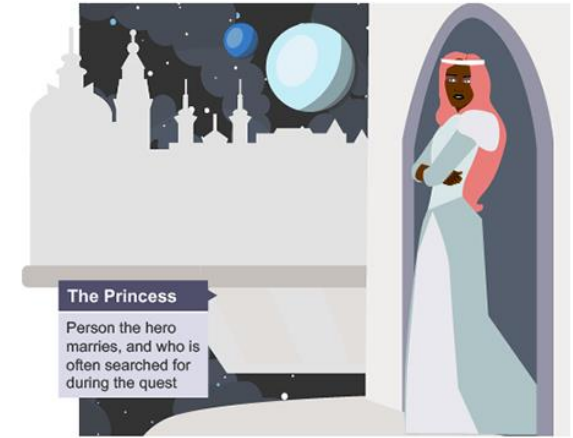
**Canted** – unusual angle to camera, suggesting off-balance, can suggest fear, drugs/drink, or irregularity

**Two Shot** – two subjects are in the frame equally, suggests relationships between the two

**Point of View (POV)** – we see what the character is seeing, shows relationships to the subject

**Bird's Eye** – a view from above a sequence, suggests distance and scale

## Propp's Character Theory:



## Todorov's Narrative Structure:

