

# CREATIVE MEDIA

How we read media texts is dependent on our cultures and various points of view.

## **MEDIA CONCEPTS**

Andre Basin's theory

The Signifier and Signified

Denotation and Conotation



**MEDIA CONCEPTS**

Watch **The Immersive Power of Cinema**

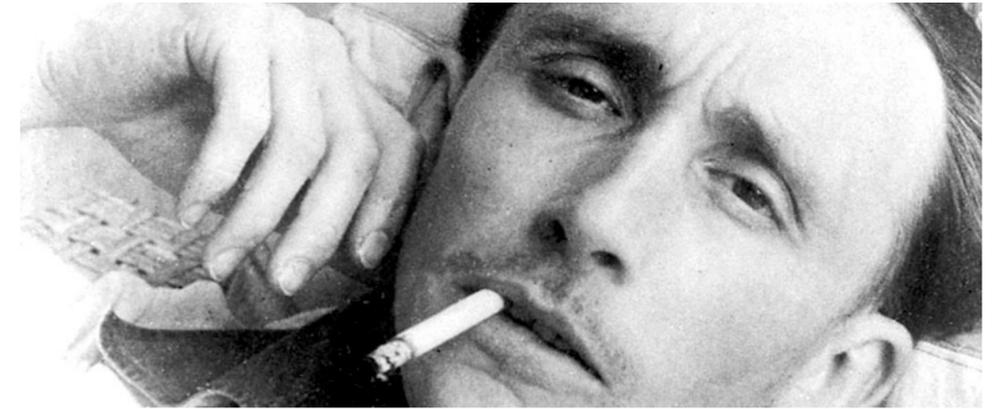
**In your books, answer in complete sentences:**

- 1. Why do people go to the cinema?**
- 2. What role, if any, does cinema serve in society today?**

**MEDIA CONCEPTS**



**French film critic Andre Basin said the cinema screen had different meaning to different people.**



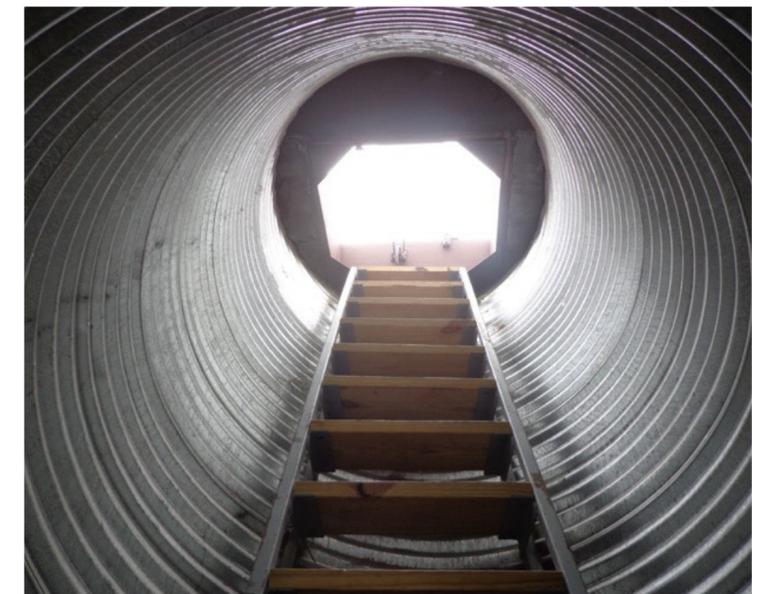
SOME, HE SAID, SAW THE SCREEN AS A MIRROR



OTHERS THOUGHT THE SCREEN WAS A WINDOW ON THE WORLD



STILL OTHERS FELT IT WAS AN ESCAPE HATCH



*What is*

# SEMIOTICS?

**Definition: The study of SIGNS**

- Examines how symbolic, written and technical signs construct meaning
- Looks at how meaning is made and understood

**KEY TERMS**

**MEDIA CONCEPTS**

# KEY TERMS:

## **THE Signifier**

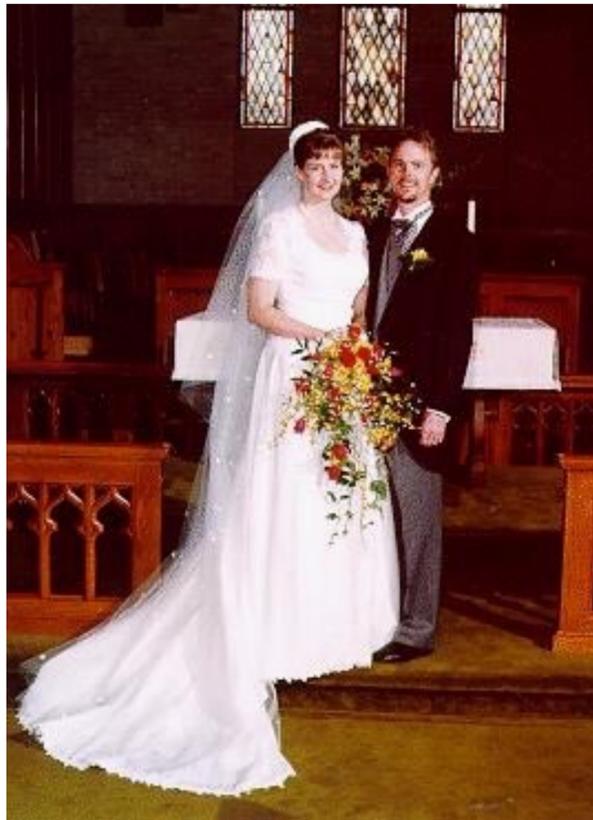
The sign: a word, colour or image (i.e. the colour BLUE)

## **THE Signified**

The **meaning** that the sign refers to (i.e. BLUE is often associated with sadness or the sea etc.)

# SIGNS & CULTURAL DIFFERENCES

## How we read a sign depends on our culture:



**EXAMPLE:** In Britain, we associate the colour white with innocence, purity, weddings

In China, white is the colour of mourning and is worn at funerals



# *How to read the signs and signifiers within a Media Text*

**All media texts have 2 layers of meaning:**

- ➔ **DENOTATIVE LEVEL:** What we actually see
- ➔ **CONNOTATIVE LEVEL:** What meaning you associate with this image

*What is*

**DENOTATION &  
CONNOTATION ?**

**KEY TERMS**

**MEDIA CONCEPTS**

**A most basic  
concept (and  
terms) to know are  
DENOTATION  
and  
CONNOTATION.**

<b>Denotation</b>	<b>Connotation</b>
<b>what it is</b> literal meaning	<b>what you associate with it</b> symbolic meaning
	<b>Love and devotion</b>

<b>Denotation</b>	<b>Connotation</b>
<b>what it is</b> literal meaning	<b>what it means</b> symbolic meaning
	<b>death</b>

# Denotation

**what it is**

literal meaning



# Connotation

**what it means**

symbolic meaning

This image  
denotes the  
movie star  
Marilyn Monroe





The image  
connotes  
glamour,  
stardom,  
sexuality,  
beauty



This image **denotes** a tropical island

The image **connotes** peace, tranquility paradise, holiday, and summer to some readers.

**...HOWEVER**

consider the film 'Castaway', the victims of the Bali bombings or the recent tsunami. This image may connote isolation, fear, or even death for some.



It is important to understand that images have **different connotations** depending on the reader

why is this true



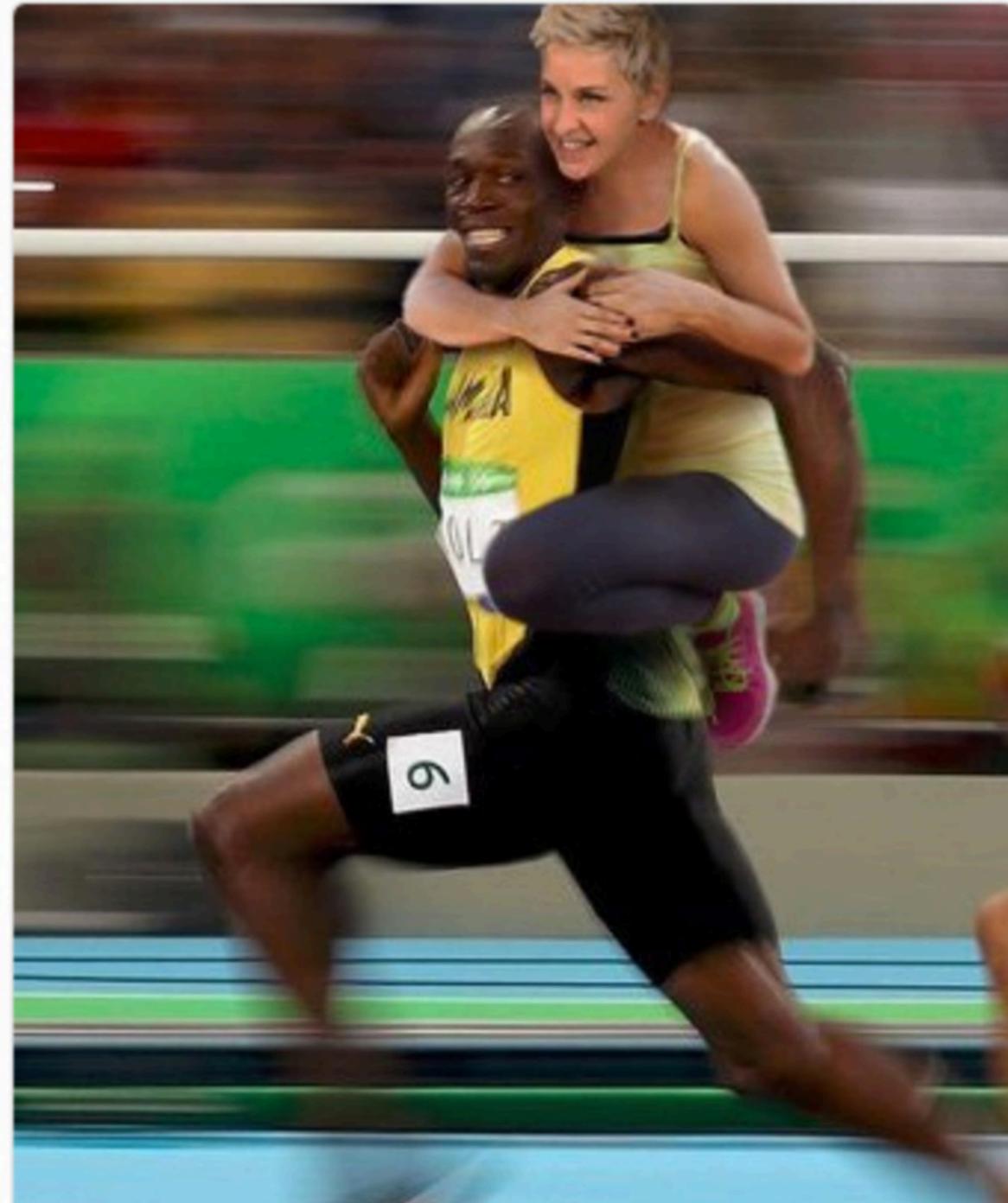
Look at this example.  
Ellen de Generes, a famous American television personality, tweeted this image during the 2016 Olympics.



Ellen DeGeneres @TheEllenShow · Aug 15

This is how I'm running errands from now on. #Rio2016 🏔️☀️

👤 Usain St. Leo Bolt



## Denotation

The DENOTATION is what we see.

We see a full-body shot, eye-level picture of a smiling black man carrying a smiling white woman.

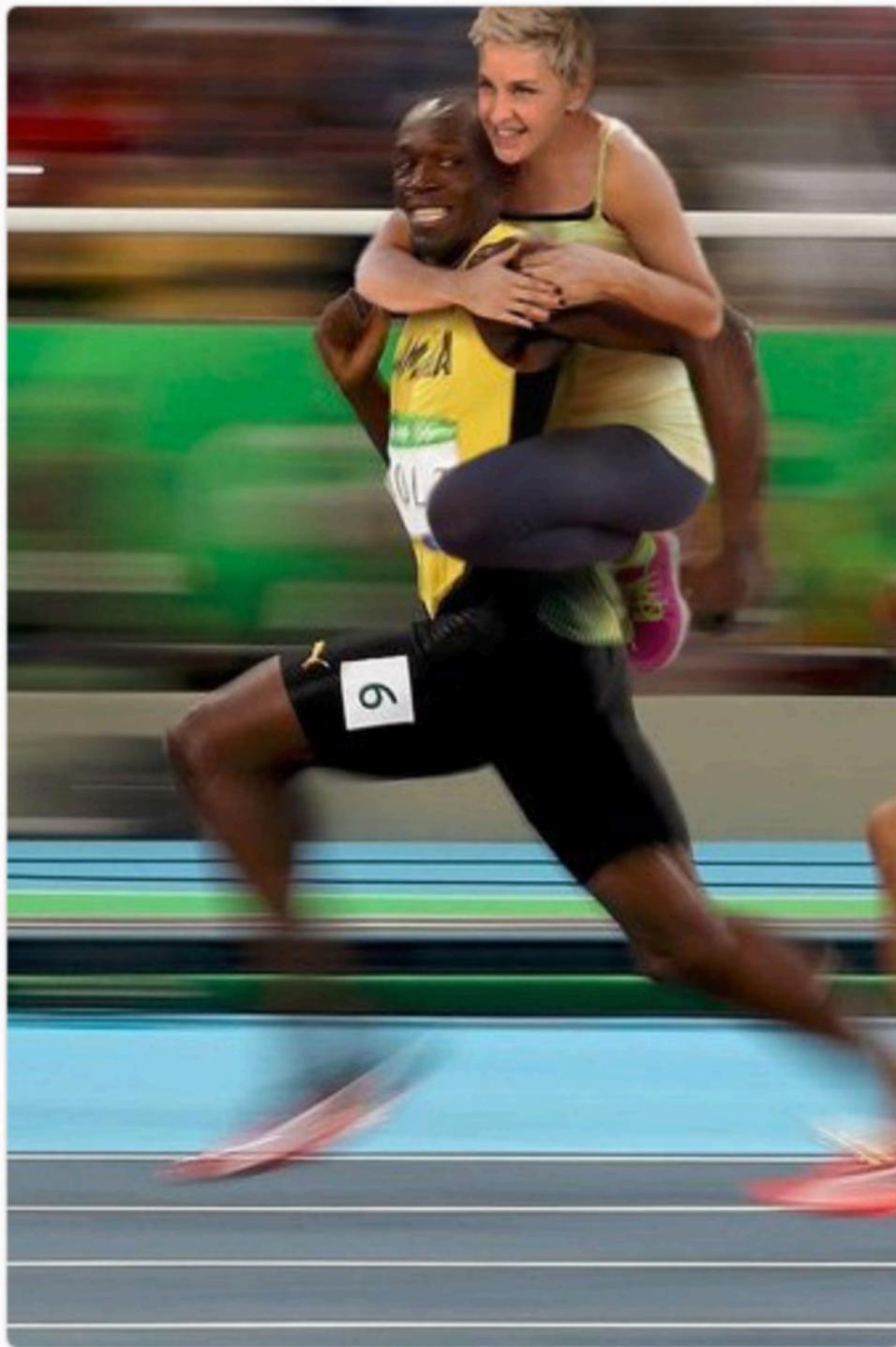
You can go into more detail about colours and effects if you want, but basically when you explain the denotation, you are simply describing the image.

## Connotation

CONNOTATION is the symbolism or meaning of the image.

This photo caused a lot of controversy. Many people saw racist undertones or CONNOTATIONS when Ellen De Generes, a white woman, thought it was a funny idea to use a black man as a form of transport in her tweet.

Many people suggested that the image and tweet was offensive.



33K 80K

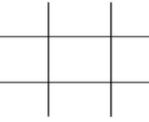
*What is*

**FILM**

**LANGUAGE?**

**KEY TERMS**

**MEDIA CONCEPTS**

**In Media , we can learn to 'read'  texts -images  and film  to understand what they mean. Some elements of media language are colour , composition , editing style, story structure, and sound design . There are many more but we will start with the basics.**

**When we study Media Language, we are learning first to interpret images and film . Then we will use this understanding to create our own.**

**MEDIA CONCEPTS**

*Remember:*

In the same way that language uses words and sentences to create meaning, film uses mise-en-scene, editing, and sound to create meaning.

**FILM LANGUAGE**

# **VOGABULARY**

- **film language**
- **Andre Basin's theory**
- **connotation**
- **denotation**
- **semiotics**
- **signifier**
- **signified**