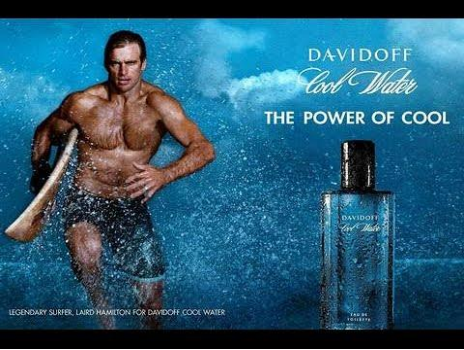


Media / Advertising Language

The way in which a text is constructed to create meaning for a reader or viewer of a text



Key terms in the analysis of media language:

Denotation, Connotation,
Signifier, Signified

Semiotics

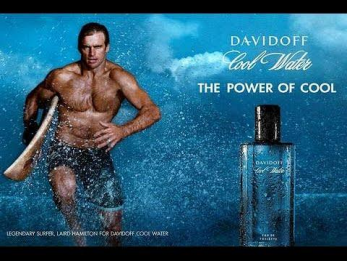
The study of signs

And the role of signs in social life

HOW IS MEANING MADE AND UNDERSTOOD

THE STUDY OF MEANING-MAKING AND

MEANINGFUL COMMUNICATION

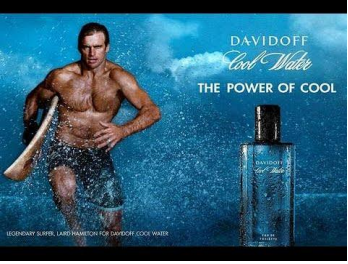


Symbolic, Technical and Written **SIGNS**

Symbolic signs: colour, positioning, setting and location, positioning, facial expression & body language, objects, lighting, hair, make up, clothing

Written signs: captions, body copy, slogans, word choice, word emphasis, style, font, type size, ecc.

Technical signs: Camera angle, Framing

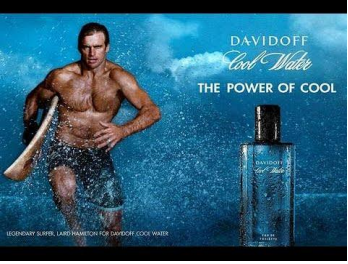


SIGNS

SIGN= Signifier + Signified

The Treachery of Images





SIGNS

Signifier — The form of a sign. The form might be a sound, a word, a photograph, a facial expression or *Magritte's painting of pipe that's not a pipe.*

Signified — The concept or object that's represented. The concept or object might be an actual pipe, the command to stop, or a warning of radioactivity.

SIGNIFIER: Body
language, Facial
Expression
SIGNIFIED:

SIGNIFIER:
Water, Ocean
SIGNIFIED:

SIGNIFIER:
Men Body,
Torso, Muscles
SIGNIFIED:



SIGNIFIER:
Words
SIGNIFIED:

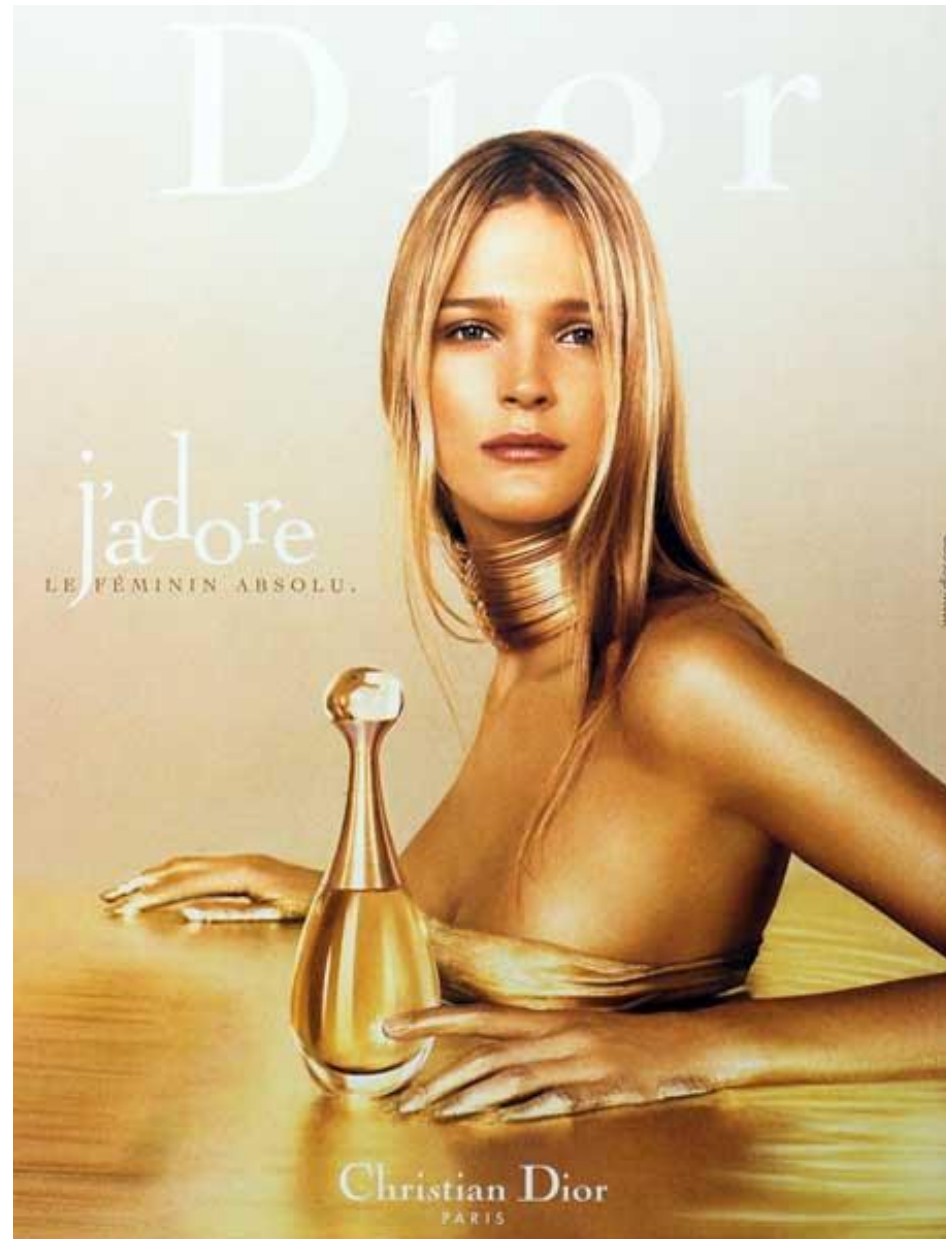
SIGNIFIER:
Calligraphy,
Style, Font
SIGNIFIED:

SIGNIFIER:
Droplets on
bottle
SIGNIFIED:

SIGNIFIER:
Blond Hair
SIGNIFIED:

SIGNIFIER:
Body
Language,
positioning
SIGNIFIED:

SIGNIFIER:
Colour Gold
SIGNIFIED:



SIGNIFIER:
Jewellery
SIGNIFIED:

SIGNIFIER:
Slogan Words
SIGNIFIED:

SIGNIFIER:
Perfume Bottle
SIGNIFIED: