

Analysing the Visual Text

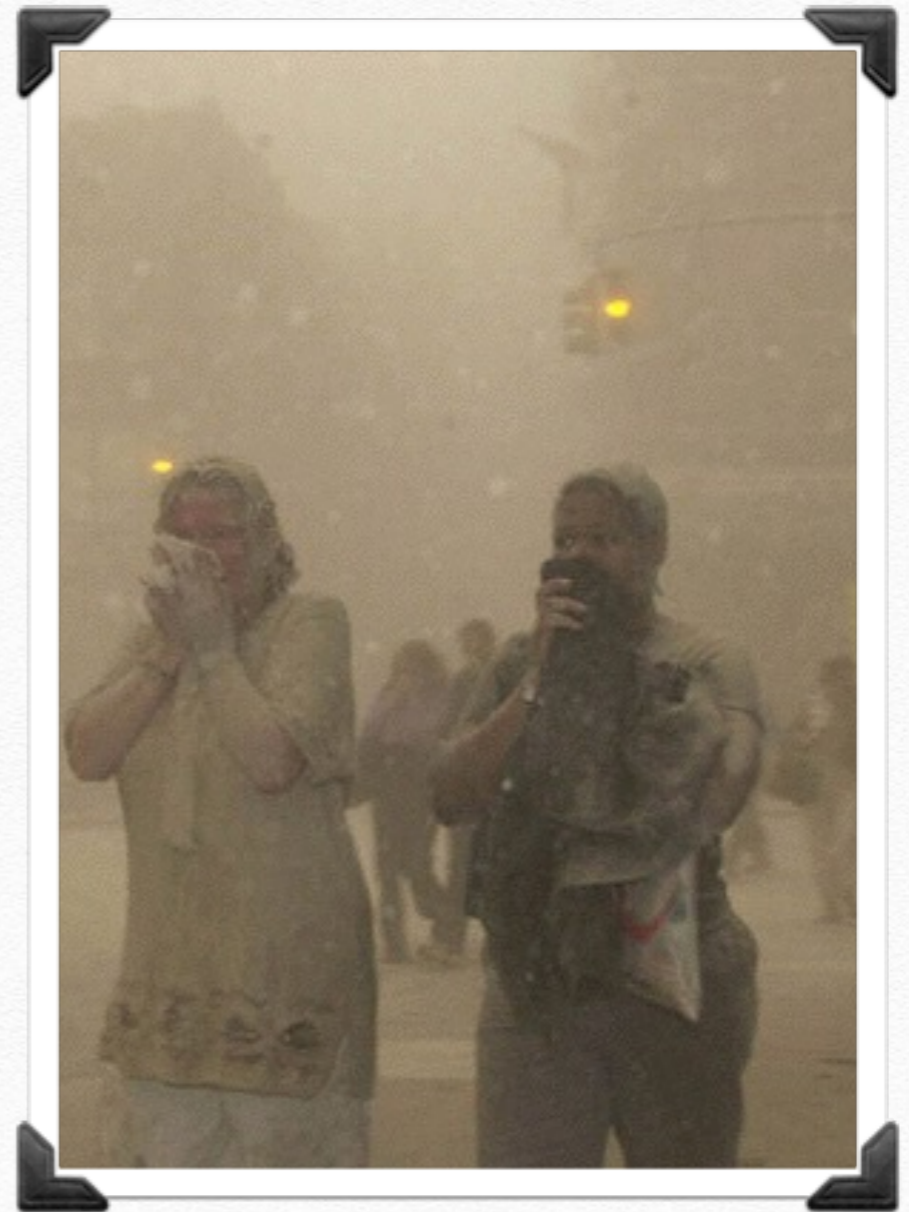
Comprehension Question A

- ❖ Like the written text, it has a purpose
- ❖ The visual and written texts are closely connected and you must comment on that link



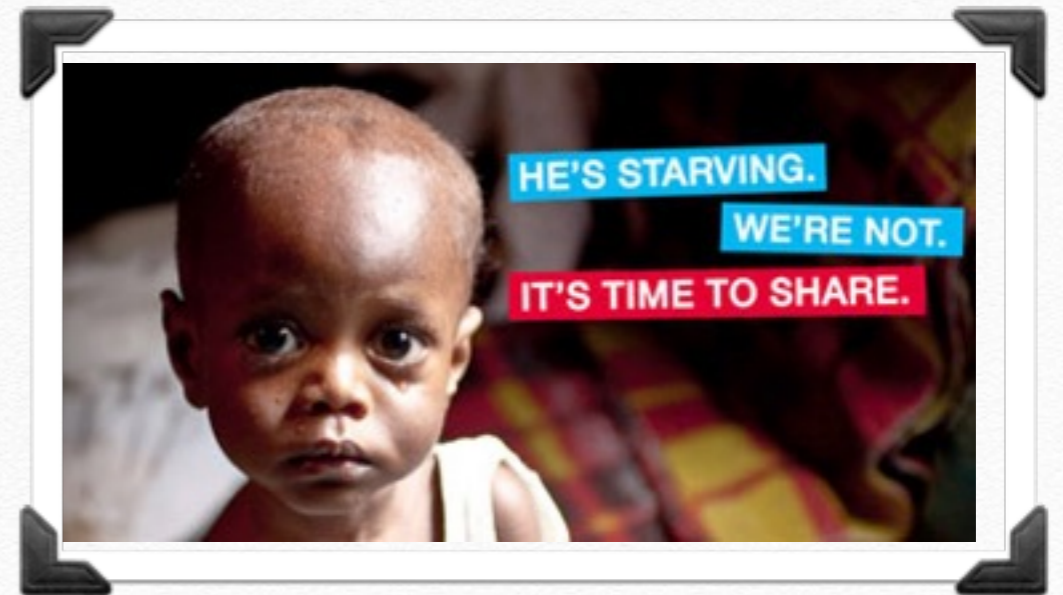
Narration

Every picture tells a story



Argument

Photographs can be extremely effective in putting forward a certain viewpoint



Persuasion

Advertisements are the obvious examples of this



Analysis - Be as precise as possible

- ❖ Background
- ❖ Foreground - the space to the front of the image
- ❖ Frame - the borders of the picture
- ❖ Left, right, centre, top etc.

Two or More Images

- ❖ Is the theme handled differently in both?
- ❖ Which has a stronger connection to the written text?
- ❖ Do the images present us with different aspects of the text?

Composition

- ❖ What is the focus of the image?
- ❖ Take careful note of everything that is included: it is all there for a reason
- ❖ Look at the surroundings, background, centre, people, objects etc.

Framing

- ❖ Think of the way you would analyse camera work in a film
- ❖ Is the camera angled up or down; is the image a close-up?
- ❖ What is the viewer's orientation and what does this tell us about the image? Are we looking up or down at the focus of the image?

Body Language and Expressions

- ❖ Examine the subject's stance
- ❖ What do the person or people in the image appear to be looking at?
- ❖ What do their facial expressions tell us?



Rule of Thirds

- ❖ As a general rule, objects or people in the top third of an image are the focus of attention while objects in the bottom third have far less impact
- ❖ Objects or people in the bottom third may be presented as unimportant or lacking power

Colours and Tones

- ❖ Think of the colours you analysed in Media Studies
- ❖ If the image is black and white, or monochrome, why is that?
- ❖ Do the colours - or lack of them - suggest a time period?
- ❖ Look at light and shadow in black and white images in particular
- ❖ Do the colours used link certain characters? Are two wearing similar hues, for example?

FEAR
DANGER
WARNING
BLOOD
ANGER
DEBT

PURE
HYGIENIC
CLEAN
GOODNESS
EMPTY
SAFETY

CALM
SERENE
NATURE
PLANTS
ENVY
EVERLASTING

COWARD
WEAK
BRIGHT
LIGHT
SUN
HAPPY

SKY
OPENNESS
COLD/COOL
HEALTH
WATER
TRANQUILITY

EVIL
SINISTER
MOURNING
DEATH
DARKNESS
MYSTERY

DREAMS
LENT
RELIGIOUS
REPENTANCE
ROYALTY
WEALTH

WARMTH
ENERGY
HAPPY
SUNSET
ENTHUSIASM

Symbols

- ❖ Are there objects in the image that have a symbolic value?
- ❖ How are these symbols related to the written text?

