***Another Medium for Constructing Meaning***

**Genres of visual communication:**

* + - TV
    - Movies
    - Youtube
    - Short clips
    - Ads
    - Newspapers
    - Posters
    - Fliers
    - Magazines
    - Bumper Stickers
    - Pins
    - Logos
    - Signs
    - Clothing
    - Brands
    - hair
    - crowds
    - mobs
    - rallies

**What can be analyzed with Visual Literacy?**

* Message communicated
* Vibe/Image/Persona/Body Language
* Cultural/Social Information
* Factual vs. False
* Decency/Appropriate
* Tone/Attitude

**What aspects can be analyzed?**

* Subject Matter
* Cultural Context
* Syntax (style and composition)
* Techniques - text, image, color, placement, size
* Aesthetic Merit
* Purpose and Audience
* Merit
* Emotional Impact

**Semantics:** The study of meaning in words. This involves issues in:

* + - connotation v. denotation
    - language manipulation; pathos, logos, ethos
    - context
    - tone/emphasis
    - bias

**Syntax:** The arrangement or structure of words within a sentence

**Visual Syntax Terms:**

* + - Font
    - Scale/Dimension/Size
    - Motion
    - Arrangement/Layout
    - Color/Depth/Light/Shadow
    - Filled Space/White Space
    - Framing/Zooming/Cropping
    - Labeling
    - Captioning
    - Harmony
    - Contrast
    - Resemblance
    - Juxtaposition
    - Symbolism

**Key Questions:**

1. Who created this message?
2. What techniques are used to attract my attention?
3. How might different people understand this message differently from me?
4. What lifestyles, values and points of view are represented in, or omitted from, this message?
5. Why was this message sent?

**Five Core Assumptions**

* All media messages are constructed.
* Media messages are constructed using a creative language with its own rules.
* Media messages have embedded values and points of view.
* Most media messages are organized to gain profit and/or power.
* Different people experience the same messages differently.