language and meaning
meaning

What messages are being sent?
meaning

We make sense of what we see according to social and cultural codes and conventions.
We communicate by means of signs and sign systems.
denotation

The basic, literal or surface meaning.

It is the first thing that we see or understand within a media text.
connotation

The hidden or deeper meaning of a media text, or something that the text may suggest.

It is the message or meaning that goes beyond the denotation.
what do you see? what is being represented?

Denotation Connotation
questions:
How?            Where?
What?            Who?
When?            Why?
Semiotics is the study of signs and symbols. These signs and symbols will always have denotations and connotations because they are codes.
The meaning of a sign is determined by the reader’s culture, background or life experience. Signs are not fixed, but always have several meanings and associations.
**juxtaposition**

The placing together of two or more things in order to emphasize the **contrast** between them.

The placing together of two or more things in order to make a **comparative** link between them.
creating symbols
When you re-create an image:
Every representation is different

People are different, different experiences, different thoughts
Each representation is as unique as the person that creates it
representation

Represent the following words
You are not allowed to use words
Draw a symbol for the object

You have 10 seconds per word
representation

Love
representation

Hate
representation

Hyper
representation

Power
representation

Cool
representation
Dance
representation

Alternative
representation

Beauty
representation

Ugly
representation

Universe