Analysing the Visual Text
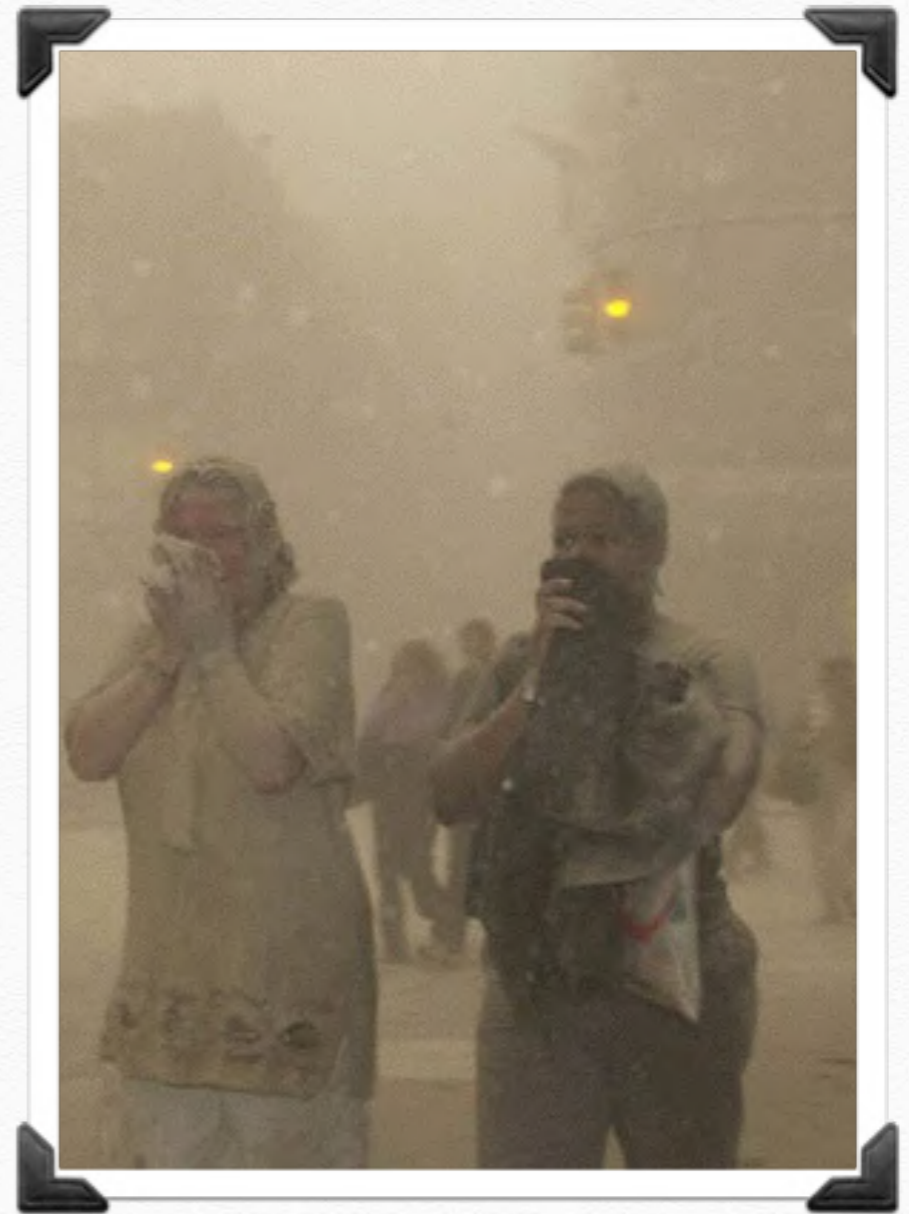
Comprehension Question A

❖ Like the written text, it has a purpose

❖ The visual and written texts are closely connected and you must comment on that link
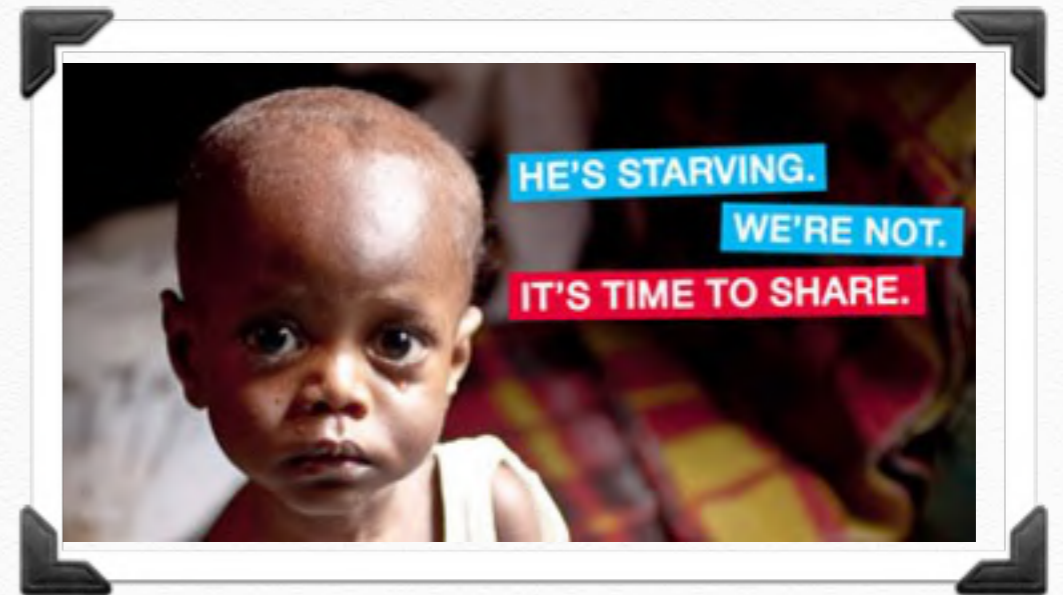
FAHRENHEIT 451

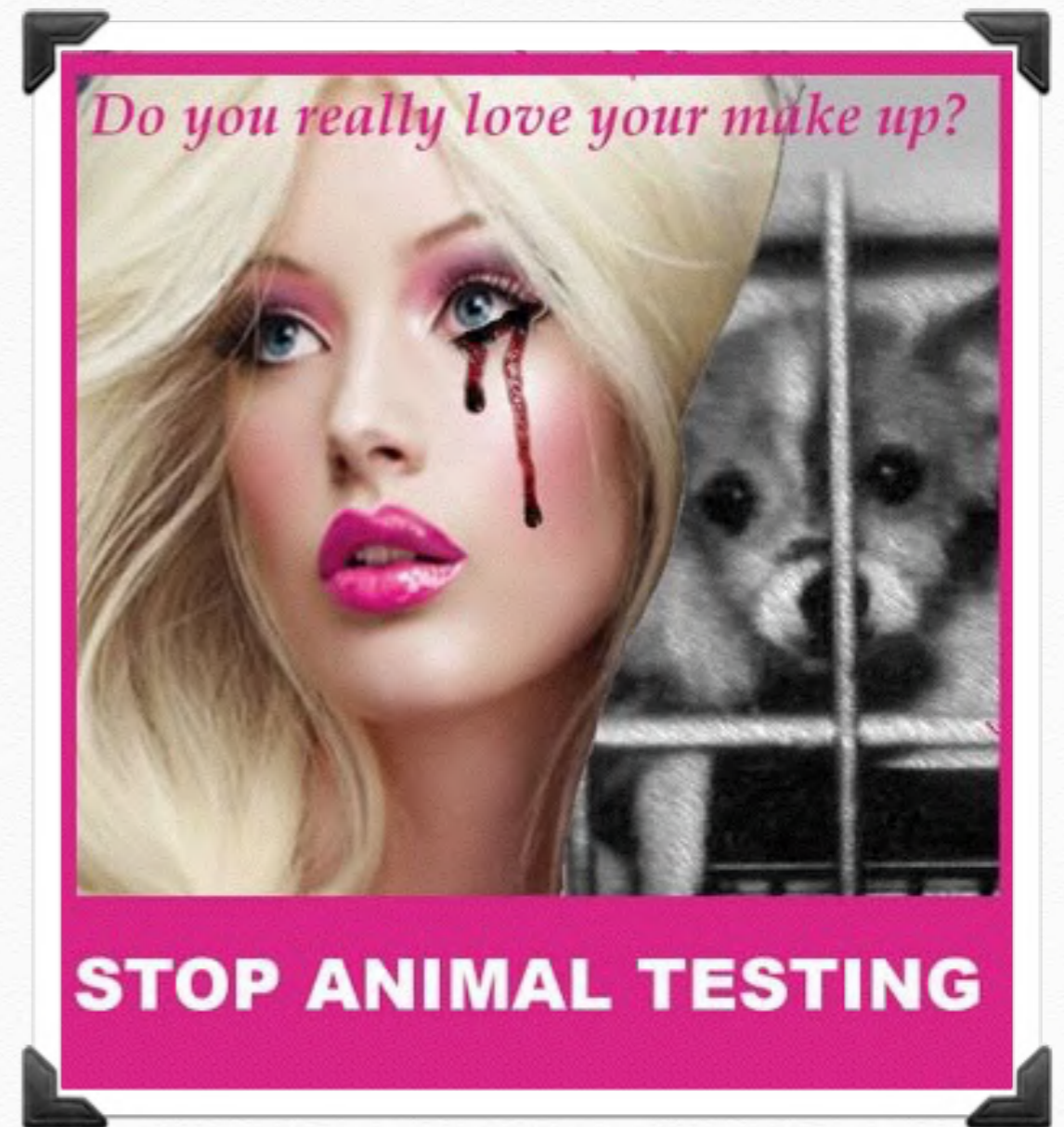Ray Bradbury

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
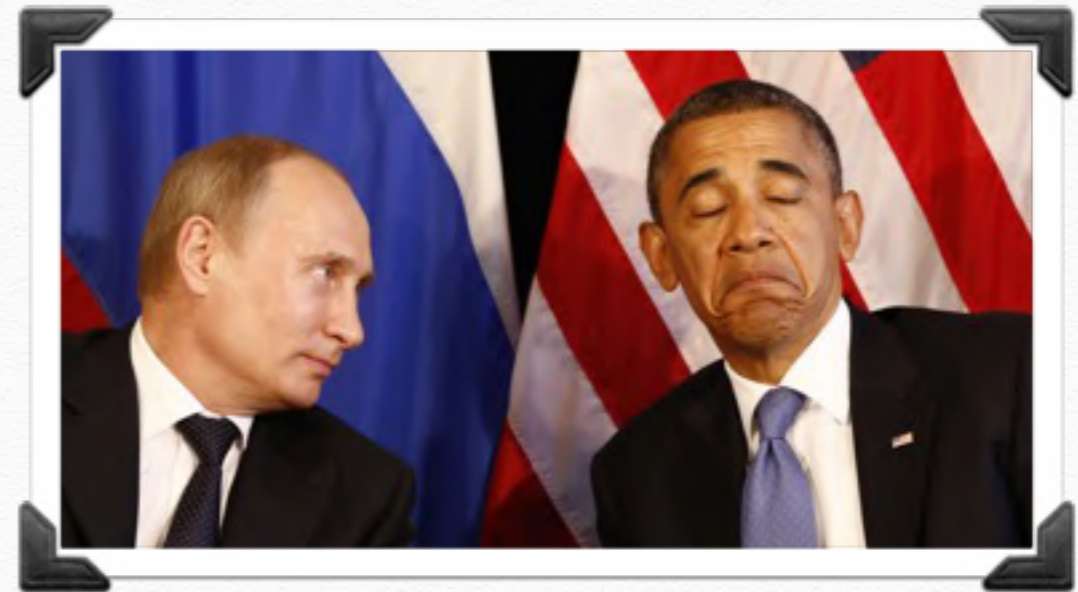
- What is the focus of the image?

- 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?