

Technical Codes [camera angle and position, image composition, lighting, audio, and editing]	
Where is the camera positioned in relation to the main subject? Consider the distance and angle.	
Comment on the composition of the image. What other important signs are included in the frame?	
Comment on the use of light and shadow. Is the main object lit from the front or back? Is the lighting soft or hard?	
In terms of moving image, comment on the editing. Are the cuts quick or does the footage consist of long takes?	
What aural codes are used in the text? Do they help anchor the meaning of the text?	
Semiotics [signs, codes, conventions, and framework of knowledge]	
Describe the non-verbal codes, such as facial expression, body language and make-up and hair style.	
Look at the dress codes. What outfits are worn by the actors?	

<p>Comment on the lexical codes. How do the words and phrases impact the audience?</p>	
<p>Consider the use of colour codes and their cultural meanings.</p>	
<p>Comment on the syntagmatic relationship between the signs.</p>	
<p>Narrative [Propp's character types and Todorov's three-part structure to storytelling]</p>	
<p>How is the narrative structured?</p>	
<p>Does the media text rely on action codes and enigma codes?</p>	
<p>Genre</p>	
<p>What other elements help the media text meet the codes and conventions of the form and genre?</p>	
<p>Intertextuality</p>	
<p>What myths and cultural knowledge are needed to decode the message of the text?</p>	