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| **Media Language** | **Theoretical perspectives – Semiotics (Media Language)** |
| Font choices and connotations | Roland Barthes’ Hermeneutic code (element in a story that is not explained and, therefore, exists as an enigma) |
| Mise-en-scene/ imagery and symbolism | Barthes’ Semantic code (imagery) |
| Use of colour palette and signifiers/signified | Barthes’ gesture codes (body language) |
| Star names – order and logic for this | **Theoretical perspectives – Structuralism (Media Language)** |
|  | Clause Levi-Strauss binary oppositions and their representations |

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| **Representations** | **Theoretical perspectives –(Representation)** |
| Representation of women through costume | Conform/Subvert  Stuart Hall’s theory of representation – audience invited to decode this familiar generic iconography – *What could this refer to?* |
| Gesture code**s** of females in the image | Conform/Subvert  David Gauntlett’s theory of identity – *female vampire as a role model?* |
| Gesture code**s** of men in this image | Conform/Subvert  Liesbet Van Zoonen’s feminist theory – *How is the woman represented/traditional/non-traditional?* |