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| **Narrative – *audience identity/empathise with characters through narrative positioning*** | **Technical Codes – *camera, editing, audio (deep and shallow focus)*** | **Humour - *dialogue*** | **Lighting** |
| **Framing** | **Mise-en-scene – *costuming, setting*** | **Performance *(intra-diegetic gaze)*** | **Barthes – *cultural codes*** |