

How is Meaning Created/ changed?

Author? Text /visual (language/ colors, images)? Reader?

Bio. / Historical Movement- claimed that it is important to know the life of the author and the historical time period when the book / art was created to better understand the meaning.

Ex: the book by Oscar Wilde – *The Picture of Dorian Gray*

Author

intent/purpose

Bio (life)

Time period when the book is created

Tone

Structuralism Movement

Text (language)? Grammar, punctuation: “Let’s eat grandma”. vs. “Let’s eat grandma.”

Boy's football / 3 boys' football class is on every Saturday or **Boys Football**

Hot- warning/no touch.

Hot girl- want to touch

Baby- noun

Baby boy (baby- adjective)

Translation- changes meaning

Ex: The lion ate the man.

A	K	M
K	M	A
M	K	A
K	A	M

Denotation / Connotation

Love (dictionary meaning) (assumed/ given meaning)

Also, for the deeper meaning, consider **INSIGHTS** and **COMPLEXITY**

- **INSIGHT**= consider the details in the text to understand the bigger ideas
- **COMPLEXITY**= consider the bigger ideas (*social norms, ideologies of the time*) to understand the details of the text

See the TED Video:

<https://ed.ted.com/lessons/mining-literature-for-deeper-meanings-amy-e-harter>

Reader Response Movement

Reader?

Readers' opinion matters

Mood

Background (education level)

Gender, age

Purpose

Watch the movie: The Vantage Point – where the beginning of the movie re-starts from different perspectives

Process Movement 1963

Reading: **ACTIVE READING**- Communication between the author and the reader via text

- New Definitions for:

Text: anything that has meaning: symbols, image, video, vocal, movie, writing (c u 2- ☺)

Reading: not only written info, visual, sounds, image

- All the 3 agents (author, text, reader) are participating in Meaning Creation
- 3 pass / step **Process to Active Reading:**

1. **Pre-view:** Before you read the text: consider the author's life, tone, purpose, time period
2. **Reading for Meaning:** pay attention to the details in the text/ deeper meaning
3. **Reading with Critical Attitude** (reader uses critical thinking to express opinion, to connect/ apply to their life to the real moment, reader evaluates the text/image.)

THE MEANING is created if we engage in **ACTIVE READING**- if we do the **3 steps of the reading process** that include considering the 3 agents: Author / Text-visual / Reader

LET'S PRACTICE ACTIVE READING ON A VISUAL / AD.:



3 steps of Active Reading

1. **Pre-view:** consider the creator of the image and the time period
2. **Reading for Meaning:** consider the details of the image
3. **Reading with Critical Attitude-** consider your interpretation of the meaning of this image based on the Steps 1 and 2 plus your knowledge (Ex. "Me Too" movement. The meaning of "Beauty" in 21st century with plastic surgeries and Photoshop ...)

