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.

Author/ Artist/ Producer

Knowing about the creator and time period is important to understand the meaning

* Bio: author’s life (company’s history and mission)

Ex: Knowing about the life of the artist of this artwork and the time it was created will help us see/ interpret this visual better.

* Author’s (creator’s) intent/purpose / tone
* The time period when the book/visual was created

**Artwork: *The Witches in the Air***

**Artist:** Francisco Goya

“Father of expressing human mind”

**Time:** 1798 Romanticism

**Example:**

Oscar Wilde’s book

*The Picture of Dorian Gray*

**Knowing about Oscar Wild’s life will allow us to have a different understanding of the relationship among the 3 main characters in the novel**

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**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

**Hot-** warning/no touch.

**Hot girl-** want to touch

**Baby**- is a noun

**Baby boy** (“baby” is an adjective)

**WORD ORDER and SENTENCE STRUCTURE - Translation- changes meaning**

**Ex: The lion ate the man.**

**A K M**

**K M A**

**M K A**

**K A M**

**\_\_\_\_\_\_\_\_\_\_\_**

**MEANING in context: Denotation (dictionary meaning/ more objective) / Connotation (assumed meaning / subjective)**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**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**

**Watch TED video:**

[**https://ed.ted.com/lessons/mining-literature-for-deeper-meanings-amy-e-harter**](https://ed.ted.com/lessons/mining-literature-for-deeper-meanings-amy-e-harter)

**Reader Response Movement**

**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

**The 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 best 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.:

Using the 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 …)**