



## Cinematic Communication: Films on the Web

Content & composition	Communication & persuasion (e.g. sender, receiver, modes of appeal, types of sources, rhetorical devices, narration)	Cinematic techniques
What is the main theme dealt with in the film?	What is the genre of the film? Is it a commercial, an infomercial, a political campaign or something else? Are the genres blended, and are there any signs of this?	How do these cinematic techniques support the points of the film? <b>Angles:</b> high angle / low angle <b>Framing:</b> background, middle ground, foreground <b>Shots:</b> Establishing shot, long shot, medium shot, close up <b>Camera movement:</b> pan, tilt, steady, hand held. <b>Sound:</b> diegetic, non-diegetic, contrapuntal sound, voice over, sound effects. <b>Editing:</b> cut, fade, dissolve, long takes, short takes, point of view. <b>Lighting:</b> low key, high key, normal lighting.
	Who is the sender of the film, and what characterises this person/group/organisation etc.? Is the creator of the film the same as the person who posted it?	
How is the film structured? How does it get from A to B to C?	Who is the intended receiver of this film, and what characterises this person/group/organisation etc.?	Do any particular colours dominate certain scenes (warm/cool colours)? What is the effect?
Who do we meet or hear about in the film? Who is allotted more time for speaking their opinions? How are these characters portrayed?	Where was the film posted? What characterises this website?	Do particular lines dominate a certain frame, such as vertical, horizontal or diagonal lines? What is the effect?
Where does the film take place (social environment as well as physical environment)?	What types of sources are used in the film? Are these sources credible or less so? Are they diverse or onesided?	Is there voice-over or does the footage speak for itself? Are the effects objective or subjective? What is the effect?
How does the title relate to the content of the film?	Which modes of appeal (ethos, logos and pathos) are more dominant in the film? What is the effect?	Does the film mainly use features from non-fiction or fiction? What is the effect?
	What characterises the narration? Is the film an objective fly-on-the-wall-film or an interactive film with the director playing a central part in the film? Is it staged or authentic?	