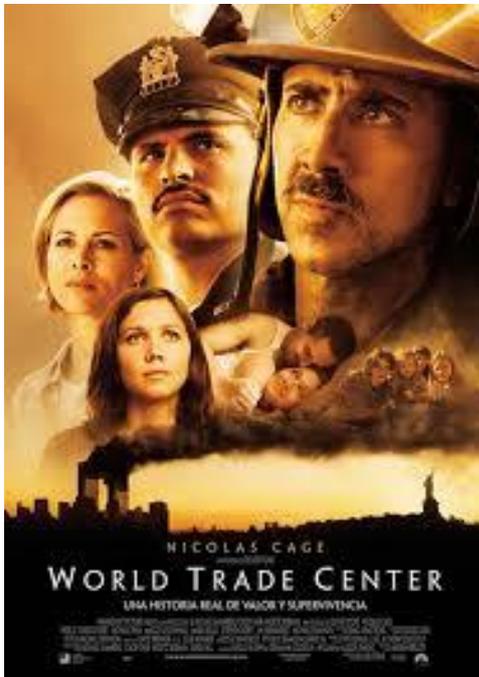


## IMAGE READING



### 1. VISUAL COMMUNICATION = PROCESS

#### SENDER:

Cinematic studies, the graphic arts company that made the poster (who made this image).

#### RECEIVER:

THE SPECTATORS, THE PEOPLE WHO USUALLY GO TO THE FILM.

CHANNEL (Means through which the image is transmitted)

- HOARDINGS
- GRAPHIC PRESS (NEWSPAPERS AND MAGAZINES)

CONTEXT (Situation in which the image is produced)

Five years after the attacks on the United States in the Twin Towers, with the Western world very worried about other possible attacks, such as those in Madrid or London. The United States and its allies are waging a war in Afghanistan and another one in Iraq (the film was made in 2006).

### 2. MESSAGE

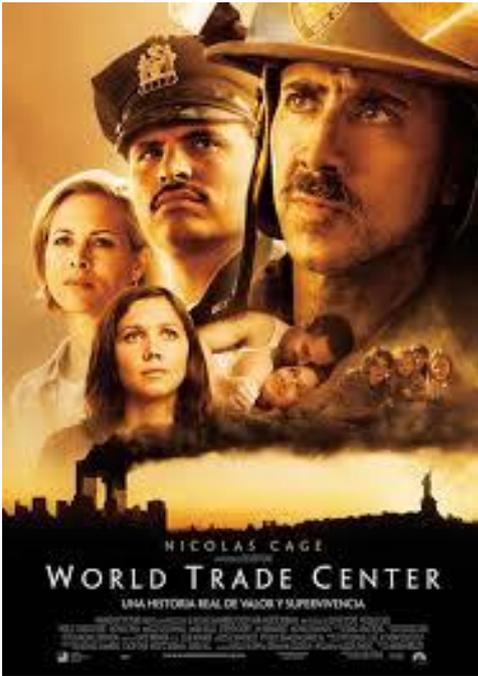
It consists of:

- SIGNIFIER (OBJECTIVE READING)
- MEANING (SUBJECTIVE READING, THROUGH VISUAL CODES)

#### OBJECTIVE READING

We see an image divided into two parts: the upper one, occupied by people, and the lower one, the profile of a city. People are framed in close-ups, their faces stand out, and some are larger than others. Everyone looks ahead or to the horizon, high up. The closest face is that of a firefighter, then that of a policeman, then two women ...

Under the faces and in smaller size, a happy couple appears hugging, and finally some children, the smallest and in an unfocused image. All these characters rely on a column of smoke that comes out of two burning towers (the Twin Towers). The smoke takes the look to the towers, and from these to the profile of the city, in which the Statue of Liberty is seen. New York City is recognized, although everything in its outline is black. All colors are warm. The blue of the sky is not seen, but the background is ocher or yellowish.



## SUBJECTIVE READING

VISUAL CODES (ARE THE CONVENTIONS THAT GIVE SENSE TO THE SIGNIFIER, CONTRIBUTE TO THE MEANING OF THE IMAGE).

- **Size:**

the main characters look bigger than the secondary ones. They are the heroes.

- **Frame:**

The close-ups allow to see the emotions of their faces.

- **Blur, misplaced images:**

They look like memories of the main characters (the happy couple, the children).

- The characters leave the column of smoke, and are disproportionate to the city, so it is transmitted that the important thing about the image is what happens to people.
- The city in which only the outline is seen, and everything else in black, conveys restlessness.

## **PURPORT:**

This image is created to announce a film, but what it wants to convey, its meaning, is to pay tribute to the victims of the attacks against the Twin Towers in New York, and especially to the people who sacrificed to save others.

Transmits that human lives are above the tragedy, especially those of the heroes who fought to save others, although many of them died.