Visual Text Analysis

Samples
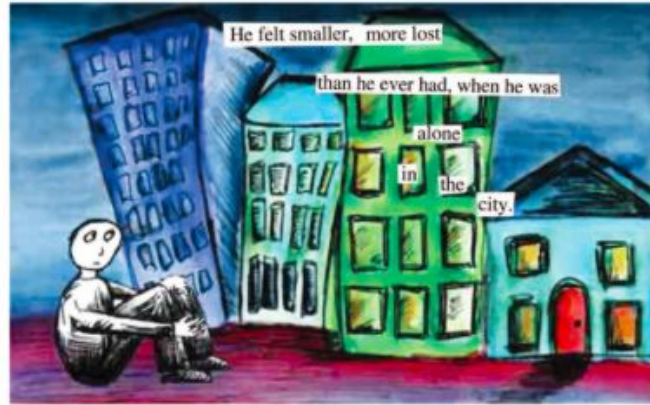
Sample 1

Lost and Alone in the City

He felt smaller, more lost than he ever had, when he was alone in the city.

JULIA MARK

Acknowledgement: Courtesy of Julia Dennis

We'll be focusing on the visual text above and the question below.

Texts one, two, three and four — Image, Poem, Memoir extract and Prose extract

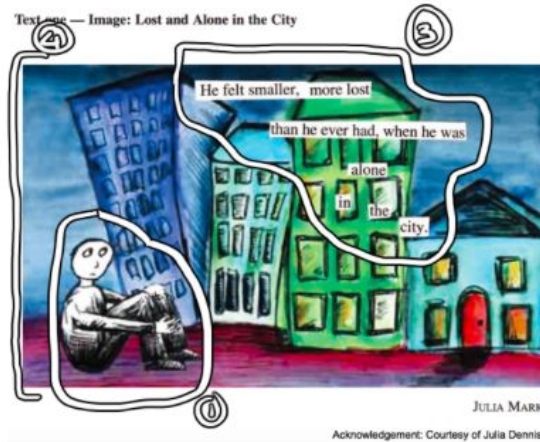(e)   Analyse how **one** of these texts portray the complex emotions resulting from a desire for connection.   5

Example

Our example has a few really obvious visual techniques as well as some subtler ones we can pick out.

Text one — Image: Lost and Alone in the City

He felt smaller, more lost than he ever had, when he was alone in the city.

JULIA MARK

Acknowledgement: Courtesy of Julia Dennis
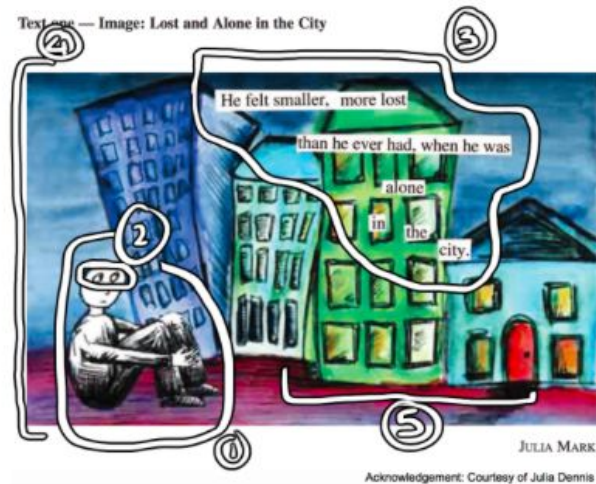
1. **Colour contrast** – black and white figure contrasts with colour background, symbolic of 'grey' mood and not fitting in
2. **Gaze** – offer gaze, creates a vector from the character's eyes to the text, encourages audience to read the words
3. **Text** – symbolically appears 'cut-out' and disjointed, word connotations of "smaller", "lost" and "alone"
4. **Colour** – the whole image is in rich, saturated colours to better contrast the black and white figure
5. **Angles** – the buildings/houses all appear at different angles, creating a sense of being off-kilter or unbalanced

Now to choose our best 3 techniques to focus on in our response!

Text one — Image: Lost and Alone in the City

He felt smaller, more lost than he ever had, when he was alone in the city.

JULIA MARK

Acknowledgement: Courtesy of Julia Dennis

Colour contrast – black and white figure contrasts with colour background, symbolic of 'grey' mood and not fitting in. Shows that character is aware of their lack of connection and is saddened by it.

Text – symbolically appears 'cut-out' and disjointed, word connotations of "smaller", "lost" and "alone". Emphasises character's lack of connection and the negative impact his desire for connection has on his emotions.

Colour – the whole image is in rich, saturated colours to better contrast the black and white figure. Shows the 'outside' as bright and happy, making it clear that the character would desire to be connected with it and enjoy more positive emotions.

Texts one, two, three and **four** — **Image, Poem, Memoir extract** and
Prose extract

(e) Analyse how **one** of these texts portray the complex emotions resulting from a desire for connection.   5

Having identified key points, let's break down what each one means.

Analyse – The markers are looking for you to use techniques from the text to break down what the text is actually saying. The best way to tackle the example is by using the 'TEE' method to show how the text represents an overall idea.

Portray – Portray is basically the fancy way of saying 'show'! This means that we want to be looking at specific examples from the text – our techniques – and how they show something (the complex emotions/desire for connection).

Complex emotions – The markers want you to think of emotions in a more sophisticated way – instead of just saying "he's sad" think about why he's sad, how we know that he's sad, etc. Also try to think of other emotions that a character may be feeling and how they conflict. Maybe a character is happy but also nervous, or sad but also relieved? These are things to consider when thinking about "complex" emotions.

Desire for connection – This is what our complex emotions should be about! Make sure that all the emotions you talk about link back to a character wanted to 'connect' or belong in some way, and talk about how the text shows that (visual techniques).

Example

> "The complex emotions resulting from a desire for connection is effectively portrayed in text one through its use of contrast, text and colour.
>
> The figure in the lower left corner of the image is the most salient feature, his black and white colouring creating a high contrast with the otherwise colourful background. This choice of colour to greyscale contrast creates an immediate sense that the character lacks a connection to the world around him, which results in his own sadness or 'grey' mood. The text in the upper right confirms this, not only through the negative connotations of words such as "smaller", "lost" and "alone", but also through its stylisation as 'cut out' fragments. This emphasises the sense of disjointedness and disconnection borne of lacking connection and reinforces the character's emotions of isolation and melancholy. Finally, the colour used in the rest of the image is rich and vibrant, a clear choice made to present the 'outside world' as desirable and full of colour. This prompts the audience to consider that the character clearly desires connections with this world, but seems reluctant to make them. This reveals a more complex emotional situation as he seems to actively choose to remain isolated, perhaps out of fear of rejection.
>
> Overall the image presents a complex insight into how a desire for connection can result in complex emotions, as the character seems to both desire connections and actively avoid them. Thus it is through contrast, text and colour that text one effectively portrays how complex emotions can result from a desire for connection."

Sample 2

Macron's presidential portrait

Macron in front of his desk, leaning back, smile on lips
I am a modern, relaxed confident leader

Open doors of the Elysée palace on to the gardens
I am a breath of fresh air

Le Coq statuette
I am a patriot

De Gaulle's war memoirs
I aspire to the greatness of the man who saved France from partisan squabbles

Two iPhones on the desk
I am the tech generation

EU flag
Conventional but important to the most pro-European president in a generation

The golden clock
I am the master of my own timetable and my destiny

No other papers or files
I am above the daily grind of government

Tight hand grip on the table
I am firmly in control