Digital communicative competence:

images & text

Maria del Mar Suárez
Images

- Creative Commons Licence
- Citing the source - caption
- Number of columns
- View title
- Theme
- Blank spaces - layout
- Images display
- Font size, type and color
- Meaning
Copyright/copyleft issues

Own images

Copyleft – CC – Copyright issues

Conventions for any academic work
- American Psychological Association conventions
- Sites that take you to pics with Creative Commons License
- Creative Commons
- More copyright issues... (news item from El Periódico)

Share, Remix, Reuse — Legally

Copyright all rights reserved
Verbal vs visual language

• Systematicity and coding
• Formal instruction
• 90% info processed is visual
Number of columns
View color / theme
How else?
Interpreting images

(Sancho Cremades, 2011)

• Iconography: representation and symbolism
• Functional semiotics
• Interactive meaning: contact, distance, p.o.v., modality
• Compositional meaning → text
Compositional meaning: informative value
Compositional meaning:
informative value

old
information

new
information
Compositional meaning: informative value
<table>
<thead>
<tr>
<th>Compositional meaning: informative value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ideal world</strong></td>
</tr>
<tr>
<td>- General info</td>
</tr>
<tr>
<td>- The essence</td>
</tr>
<tr>
<td><strong>Real world</strong></td>
</tr>
<tr>
<td>- Specific info</td>
</tr>
<tr>
<td>- Realistic, practical</td>
</tr>
</tbody>
</table>
Compositional meaning: informative value
Compositional meaning: informative value

Secondary info

Core info

Secondary info
Compositional meaning: framing
Compositional meaning: framing

frames

blank spaces

different shapes
Compositional meaning: framing

frames

blank spaces

different shapes

DISCONNECTION
Compositional meaning: framing
Compositional meaning: framing

Secondary info | Core info | Secondary info
Compositional meaning: framing

[Diagram]
- Secondary info
- Core info
- Secondary info
- CONNECTION
### Compositional meaning: framing

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- General info
- The essence

- Specific info
- realistic, practical
Compositional meaning: framing

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**CONNECTION**
Compositional meaning: salience
Compositional meaning: salience

- tertiary info
- Bigger size
  Color / tones
- Secondary info
Interaction verbal and visual language: anchoring

Image: polisemy

Accompanying text: monosemy
QUÉ BIEN NOS LO PASEMOS EN LO DEL ATENTADO.

Translate Tweet
Anchorage reinforces the image with additional text or imagery
Interaction verbal and visual language: relay

Image: meaning 1

Accompanying text: meaning 2
Interaction verbal and visual language: relay

Image: meaning 1

Accompanying text: meaning 2

COMPLEMENTARY
BREAKING NEWS:

Post on Facebook
BREAKING NEWS:

Today at the age of 96, actress, animal rights activist, author, comedian, radio host, singer and television personality Betty White is alive and well. You may carry on now. All is right with the world.
‘Silence was deafening. I cried many times.’
Relay alters the meaning. The text advances the image by supplying meanings not found in the image itself.
Interaction verbal and visual language: intrigue

Image: meaning 1

Accompanying text: meaning 2

? COMPLEMENTARY
Interaction verbal and visual language: *intrigue*

Image: meaning 1

Accompanying text: meaning 2

Full meaning

**COMPLEMENTARY**
Interaction verbal and visual language: identification

Image

Text
Interaction verbal and visual language: narration

Image

“3 days later”