

DAVID ARQUETTE NEVE CAMPBELL COURTNEY COX
SKEET ULRICH AND DREW BARRYMORE



PRODUCT ANALYSIS 2: SCREAM

- The main image encoded on the poster of a girl gasping not only creates enigma for the audience as to why she is scared, but also relates to the title of the film itself. Anchoring this, the written code "Scream" signifies the genre of horror, as the word itself has connotations of fear and shock - giving insight to the narrative of the film, connoting idea that the character may have faced the killer, or witnessed a killing, further establishing the genre.
- The contrast of the full colour images and the black and white image encoded, could connote the idea of the living and the dead- further creating enigma, as the audience question if the girl in the image is dead, and if so, how did she die.
- As well as this, the final girl theory could be connoted, as the visual image of the girl in black and white could signify the "first girl", usually the blonde promiscuous character who dies at the beginning of the film, typically for her "sins". This is conventional to the teen horror genre, as well as conforming with Carole Clovers' theory.
- The written code of the slogan encoded on the poster further creates a shortcut into the film's narrative, as the audience gain knowledge that the horror elements are going to be frightening — this is anchored by the written code "one step too far".
- All written codes present on the product are in white, which is very conventional to horror films, as white has connotations of innocence and naivety, juxtaposing the horrific themes in the narrative or the idea that innocence is taken in these films.



PRODUCT ANALYSIS I: FINAL DESTINATION

- The visual image of the main protagonists positioned at the top of the poster and the images of 5 skulls below connote the idea of their possible deaths to the audience. Not only do these visuals connote a shortcut to the narrative, but also create an enigma of the circumstances of their deaths.
- Anchoring this, the written code of the film's title "Final Destination" connotes the idea of death through its finality. The typography encoded is white in colour, which has connotations of innocence and purity, however this is underlined in red, signifying the deadly outcomes due to the deadly and threatening connotations the colour red signifies.
- The positioning of the characters on the product is conventional to other teen horrors of its time, conforming to Neale's theory of instances of repetition.
- Again in the poster, the colours red and blue are used to signify the binary opposites of good vs evil.
- The characters denoted on the poster could signify different archetypes seen in teen horror, such as "The Final Girl", "The Promiscuous Girl", "The Jock/Jerk", "The Non-believer" and possibly "The Love Interest/Best Friend" - these archetypes further create a shortcut into the narrative.

I KNOW WHAT YOU DID LAST SUMMER



PRODUCT ANALYSIS 3: I KNOW WHAT YOU DID LAST SUMMER

- Enigma code is created through the written code of the film's title "I know what you did last summer" - this creates an ominous question amongst the audience, as well as giving a narrative to the film.
- Blue and red have could have been encoded within the poster to signify the binary opposites of good vs evil - this is because of the connotations held with the colours. Red holds connotations of blood, bad and dangerous things, while blue holds connotations of non-threatening acts and calmness.
- A juxtaposition is further anchored on the poster, due to the denotation of the blue surrounding the protagonists of the film juxtaposing the red surrounding the presumable antagonist. This further establishes the horror genre as the audience can clearly see the character roles that Propp theorised through the colour encodement and the good vs evil trope - a recognisable troupe demonstrated by colour in film and can be seen in other instances like Luke Skywalker and Darth Vader in the Star Wars trilogy.
- The visual image of a hook weapon establishes the horror genre, but also signifies the slasher sub-genre, as it is conventional for films of the genre to have a niche weapon or costume.
- The positioning of the characters on the poster connotes the decade in which the film was released, as it was conventional for horror films in the 1990's to have a lineup of the main protagonists of the film, with the archetypes of the characters being signified.
- The blue atmosphere encoded is not only conventional to many teen horror slasher films of the 90's, but also specifically conventional to famous horror director Wes Craven and can be denoted in his work "Scream".