* Background color
* Color – red
* Iconic quote; memorable – tagline
* Imagery – bat symbol
  + Symbolism
  + Twist on the original symbol
* Irony
  + Serious poster
  + Joke: why so serious
* Setting / atmosphere
  + Brick wall
  + Looks like graffiti
    - Joker’s character
      * Symbolic of character
    - Theme
  + Dark edges
    - Danger
* Audience
  + Possibly Batman fans
    - Context
* Character
  + Clear relationship between Batman and Joker
* “why so serious”
  + Speaking about Batman’s character/personal
    - Could be an attack in him
  + Rhetorical question
  + Brings audience in
  + Breaking the fourth wall
* “the dark knight”
  + Connotes mystery
  + Literal and figurative
  + Darkness – night
  + Dark knight
    - Hint there is conflict in character
    - Pun
* Film poster
  + Purpose
    - Attract more people to watch movie
    - introduce character
    - conveys the mood of the film
    - indicate a shift from style
  + Audience
    - Not too young and not too old
    - Fans of batman
    - Fans of action or super heroes
  + Main Idea/Message
    - It is a scary movie

Terms:

Pun: a joke exploiting the different possible meanings of a word and the fact that there are words that sounds alike but have different meanings.

Juxtaposition: when two or more ideas are placed side-by-side or dealt with close together for contrasting.

Symbol: An image that represents or stands for something else. IE: a material object representing something abstract.

Connotation: The associations, suggestions or overtones of a word or expression.

Denotation: The literal or dictionary meaning of a word.

Ambiguity: Uncertainty or inexactness of meaning in language.