

Mercado study 1

MLS

Semiotics of the Kitchen represent one long Medium Long Shot, which allows the audience to observe the body language, the facial expression, and the surrounding area simultaneously.

The body is captured from top with enough space around head to lower body, according to the MLS convention

The awkwardness of the stern body motion is reinforced by the materiality of kitchen utensils without an agenda. And the dullness of the face that expresses that it does not express anything, create an overall sense of a semiotic lack (i.e., meaninglessness of the person, the object, and the scenery)



Due to the wide coverage of MLS, the shot is conventionally kept for a longer time (in this case, the duration of the whole video).

All three elements, the body, the face, and the objects around create one narrative about the breaking out of the kitchen-woman concept. The shot exposes the audience to neither of those three components separately, but at their dynamics, enabled as well by the shallow depth of field, making all the objects equally sharp.

The objects on the table and the objects behind the woman are orderly organized and draw attention right to the center figure that performs motions with those objects. The figure is right in the center not only in depth but also in width, which gives a sense of perfectly squared dullness reinforced by the faded greyness of the entire image.