

# Wednesday

## September 6, 2012 (9.6.12)

### 1. Materials



Composition Book  
+ Pen or Pencil



Student Planner

### 2. Agenda

<u>Minutes</u>	<u>Activity</u>
7-10	Warm Up / Share Reading Log
1	Homework
3	Language Analysis, Concept 1
10	Notes: Formalist Criticism, Denotation vs. Connotation
15	Teams: Practice with Magazine Ads

### 3. Special Announcements

- Today begins our discussion of **Formalist Criticism**, which will last about **5 weeks**. Like when a **new muscle** is used, it will feel awkward at first.

# Warm Up

September 6, 2012 (9.6.12)

**Volume-O: 0 (No Talking)**

**Time:** 5 Minutes

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**Word of the Day:** *abscond* – to leave secretly; to sneak

1. Write down the Word of the Day along with its definition. Now draw or sketch a picture of that word and its definition.
2. Assuming you've completed Reading Log #5 on formalist criticism, what do you think about formalism? Do you think it's a worthwhile study of literature? Explain your answer.

# Share Reading Log #5

## A S S I G N M E N T

### Directions:

- ☐ Round Robin responses



# Transition



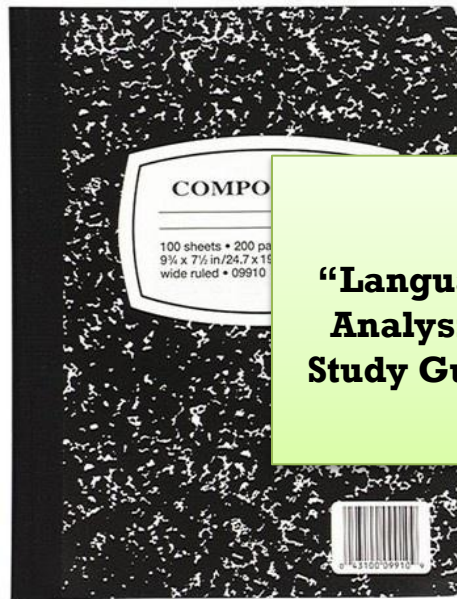
Student  
Planner

# Homework

## A S S I G N M E N T

Date Given	Assignment	Due Date
Tuesday 9.4	<ul style="list-style-type: none"><li>Complete <b>Weekly Reflection #2</b><ul style="list-style-type: none"><li>Questions are now posted; you can preview them on Schoology.</li><li>Make post Friday, Saturday, or Sunday</li></ul></li></ul>	Sunday 9.9 By 11:59 pm

# Transition



**“Language  
Analysis”  
Study Guide**



**Study Guide  
(SLM)**

The BIG Question:

**How does an author use words to manipulate the emotions of a text?**

Key Text(s):

**Past Language Exams**

Concept 1:

**Introduction to Literary Criticism  
& Formalist Criticism**

- 1. What is literary criticism?**
- 2. What is formalism and how is it used?**

Concept 2:

**Denotation and Connotation**

- 3. What are the differences between denotation and connotation?**

Vocabulary

**Literary criticism, formalist (new) criticism, close reading**

Vocabulary

**Denotation, connotation**

Concept 3:  
**Descriptive & Figurative  
Language**

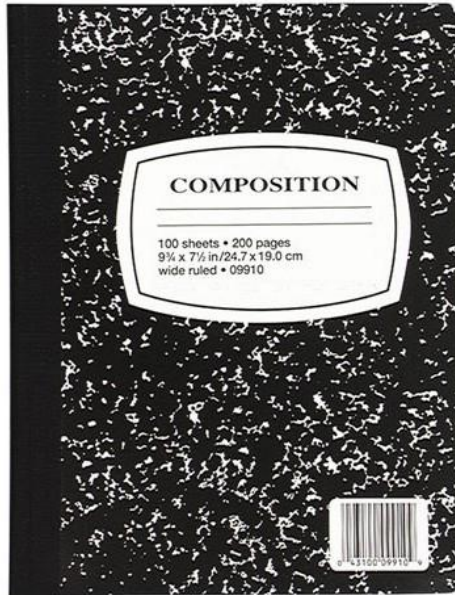
Concept 4:  
**Rhetorical Devices**

Vocabulary

Vocabulary



# Transition



## Notes

2-Column  
Notes

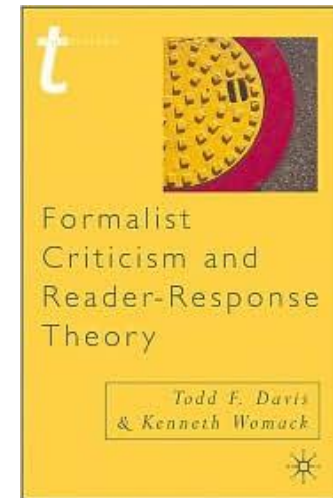
- Easier way to organize notes
  - Left side = Titles / Headings
  - Right side = Notes
- Helps quizzes go faster
- Required this week; optional for rest of year

# Formalist (New) Criticism

## T A K E N O T E S

- Also called “New” criticism
- Is about analysis of a text’s craft
  - Connotation of words
- **Close reading** = analysis of a single word, sentence, or paragraph
- Formalist believe there is only one (1) best / correct way to view a text
  - Must be supported by the text ONLY
  - No biographical or historical information needed

Lecture 8 - The New Criticism and Other Victorian Formalisms II



# Denotation

## T A K E N O T E S

- “The Direct Meaning”
- Refers to the first level of analysis
  - What is on the page?
  - What is the definition of this (these) word(s)?



# Denotation

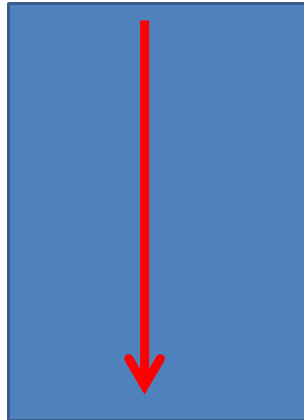
- I see three males in this picture. One of them is about 50, the other is about 30, and the other is about 10. They are all wearing white shirts. They appear to be on a beach somewhere because there is sand in the background. There appears to be a boat in the far distance. Towards the bottom, there is a blue, glass bottle of cologne with the words CHROME AZZARO next to it.



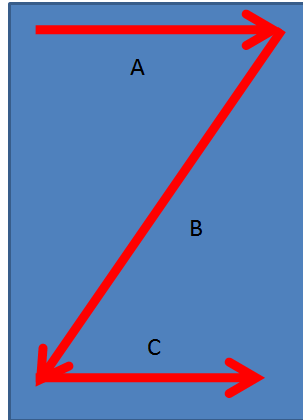
# Z-Line

- The direction your eyes flow when viewing something.
- $A \rightarrow B \rightarrow C$

NO!



YES!



# Connotation

## T A K E N O T E S

- “The Indirect Meaning”
- Refers to the last level of analysis
  - What is the author trying to hint or suggest at?
  - What do these images *mean*?
  - What is the *affect* of the (these) word(s)?
- Is grounded in the image / stated by the text.





# Connotation

- The three males in this picture perhaps suggest that the cologne is timeless, meaning that it could be worn by all three of these ages—perhaps a clean, or classic smell. The idea that all three could wear it also suggests a kind of “legacy” in which the cologne is passed on to the next family member.
- The advertisement also suggests that people who wear this cologne are out having fun on vacation, like these people are at the beach.



# Let's Read!

## ASSIGNMENT

### Directions (Vol: 3):

- ☐ Hampton will show advertisement
- ☐ In Comp. Notebook team will analyze / describe:
  - ☐ Z-line
  - ☐ Denotation (2-3 sentences)
  - ☐ Connotation (2-3 sentences)
- ☐ 3 different ads
- ☐ Share answers with whole class

