

# Wednesday

May 15, 2013 (5.15.13)

## 1. Materials



Composition Book  
+ Pen or Pencil

## 2. Agenda

<u>Minutes</u>	<u>Activity</u>
5-7	Warm Up
2	NEW Language Analysis SG
10-12	Notes: Formalism, Denotation/Connotation
Remaining	Teams: Practice Magazine Analysis

## 3. Special Announcements

- Remember, **language analysis** settles differently on everybody; so, don't be surprised if you don't "get it" at first.

# Warm Up

May 15, 2013 (5.15.13)

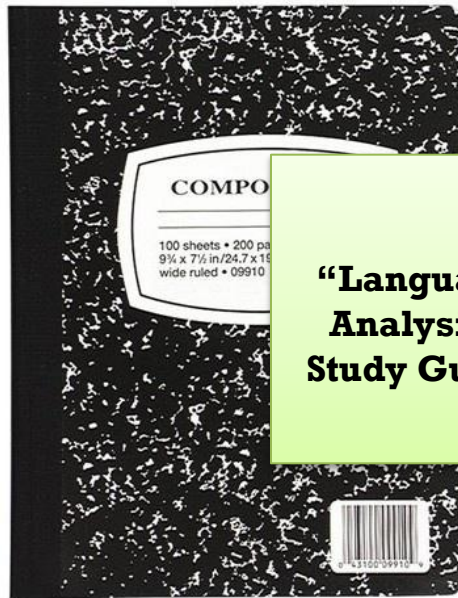
**Volume-O: 0 (No Talking)**

**Time: 3 Minutes**

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1. In your own words, define literary criticism and formalism (also known as “new criticism”).
2. Now, do you believe that formalism is a good approach for reading and understanding literature? Explain why or why not.

# Transition



**“Language  
Analysis”  
Study Guide**



**Study Guide  
(SLM)**

The BIG Question:

**How does an author use words to influence the emotions of the reader?**

Key Text(s):

**Past Language Exams**

Concept 1:

**Literary Criticism**

- 1. What is literary criticism?**
- 2. What is formalism?**

Concept 2:

**Denotation and Connotation**

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

Vocabulary

**Literary criticism, formalism**

Vocabulary

**Denotation, connotation**

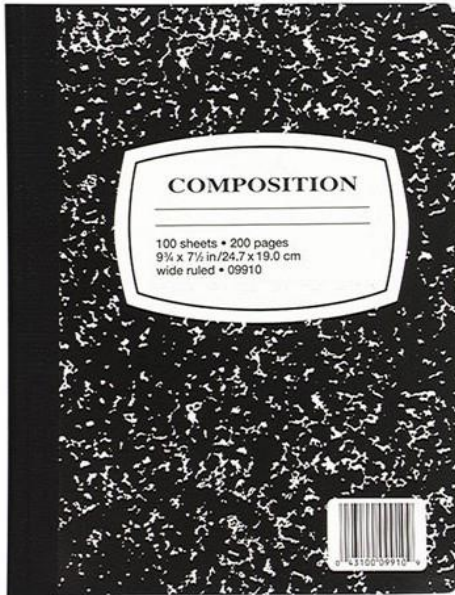
Concept 3:  
**Selecting Words / Phrases**

Concept 4:  
**Writing a Composition**

Vocabulary

Vocabulary

# Transition



Notes

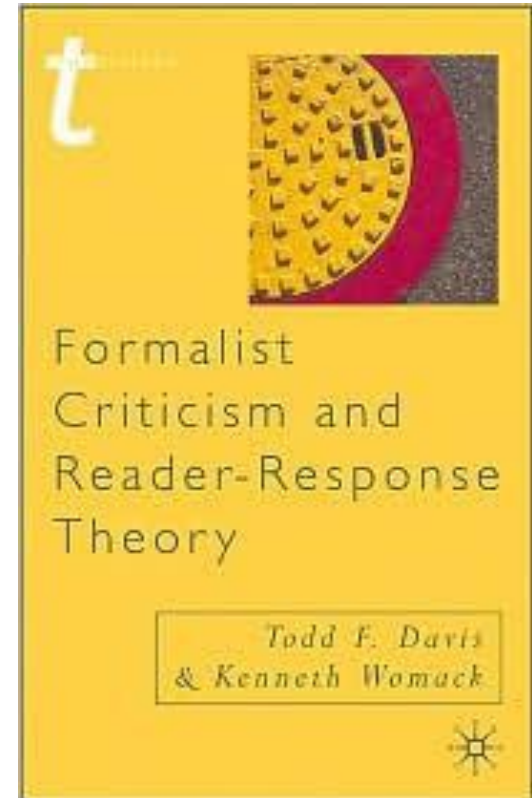
# Literary Criticism

## Is about:

- Looking at the text in a new and different way
- Applying different “theories” to the text you are reading:
  - Biographical (does the author’s life influence their work?)
  - Gender (how are males/females treated in the work?)
  - Historical (does the time period of the work influence it?)
  - Formalism (why does the author choose these specific words?)
  - Etc.

# Formalism

- 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
- Formalists 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





# Denotation vs. Connotation

- Denotation is the “Direct / Literal Meaning”
- Refers to the first level of analysis
  - What is on the page?
  - What is the definition of this word or phrase?



# Denotation vs. Connotation

- 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.



# Denotation vs. Connotation

- Connotation is the “Indirect or Suggested Meaning”
  - What is the author trying to hint or suggest at?
  - What do these images mean?
  - What is the emotional effect of this word?
- Is stated in the image or text



# Denotation vs. 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!

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

### Directions:

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

