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# **Lecture 7**

## **Stylizing Identity: Social Media, Celebrity Culture, & the Construction of the Self (Editing & Sound)**

COMM 103F, Dr. Caroline Collins

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# Class Logistics

- Quiz #2
    - Range 5 -12
    - 9.38 Average
    - Hero's Journey → Campbell's terminology
  - Paper Proposals
    - Feedback this week
  - Class Dismissal
    - Per the syllabus, students are to remain in class for entire class viewings unless previously cleared with instructor
    - May institute Thursday end of class attendance as well
  - Guest Lecturer
    - Alex Dubee, Scholar of Mediatization, Celebrity, & Popular Culture
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# After 'The Shot':

- What's actually in the shot in front of the camera (mise-en-scene),
- And what the camera can actually achieve while shooting that shot (cinematography)
- Theory Discussion → World-Building

## Editing & Sound...

- Theory Discussion → Identity Construction

# Discussion Question

When watching a film how often are you *consciously* aware of editing and sound choices? What generally impacts your awareness of editing and sound?



## Editing:

In filmmaking the task of selecting and joining camera takes. In the finished film, the set of techniques that governs the relations among shots.

# Editing & Sound\*

- Power of post-production tools in film
- 1920s film theorists
  - Soviet Montage
- Film theory roots in psychoanalysis
- Connection between images and meaning-making
  - Visual Culture (Practices of Looking, Connotation, Denotation, Encoding, Decoding, the power of the Gaze, etc.)



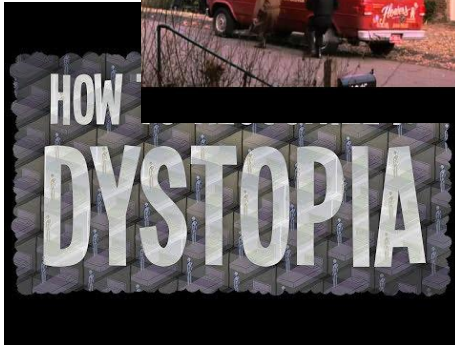
- Soviet Montage
- *Kuleshov Effect* (aka *constructive editing*)
- Mise-en-scene
- Sound
- Narrative (Dis) Continuity
- Relationship between film and ideology (specifically propaganda)

\*diagetic vs non-diagetic (presented as originating from source w/in film's world or not)

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# Film Examples

- Notice **elliptical** and **continuity editing** and **diagetic** and **non-diagetic sound** in *The Godfather* (1972) in showcasing the complicated, and often dubious nature, of the ideology of social order
  - The use of **continuity editing** and **diagetic** and **non-diagetic sound** in *The Color Purple* (1985) to reinforce the power and authority of the ideology of patriarchy over the main character
  - How does this scene from *Silence of the Lambs* (1991) subvert the **Kuleshov effect**?
  - Dystopian narratives as a vehicle to analyze, unpack, and often critique national and political ideologies.
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# Social Identity

A person's sense of who they are based on group membership(s) (Tajfel, 1979). At one point often viewed as biological or innate, late 20th century scholarship recognizes concept of identities as social constructs.

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# Message Control in Film

**Editing and  
Sound**

**Identity  
Construction**

*How do these film concepts relate to these broader social, cultural, and communicative themes?*

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# Key Takeaways

- Post production tools such as editing and sound are instrumental in a film's form (some film theorists argue they are the most important aspects of filmmaking) and can influence, and even change, narrative and theme
  - Editing and sound techniques within cinematic language often draw upon psychoanalytic findings that observe how humans (often unconsciously) make meaning from visual images
  - Thus, these techniques can contribute to broader discussions of identity and identity construction
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- 2016, USA, English/Spanish
  - Drama, Sci-Fi, Thriller
  - 1 hour 03 mins
  - Digital
  - Director: Joe Wright (*Pride & Prejudice*, *Atonement*)
  - Writer: Rashida Jones (*Parks & Rec*, *Celeste & Jesse Forever*), Michael Schur (*Parks & Rec*, *Brooklyn Nine Nine*)
  - Starring: Bryce Dallas Howard (*Jurassic World*, *The Village*), Alice Eve (*Before We Go*)
  - Budget: --
  - Box Office: N/A
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## Questions to Consider...

- How do the filmmakers' editing and sound choices impact the viewing experience of the film?
  - What other stylistic elements (mise-en-scene: setting, lighting, costumes/makeup, actors & movement; cinematography: angles, tracking, etc.) influence the viewing experience?
  - How does the utopian/dystopian nature of the film frame the narrative and reflect editing and sound choices?
  - In what ways do the characters in *Nosedive* act like or mirror modern celebrities?
  - What scene from *Nosedive* captures your own experience with social media most accurately? Why?
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