

PHILOSOPHY

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Photogram as the basis of semiotic analysis of the movie

It has been considered the possibilities and problems of the analysis of the photogram as a semi-otic method of film research. The starting point of the study is the research of the experience of analysis by R. Barthes and U. Eco photograms, who studied photograms to illustrate and justify their theoretical positions in relation to semiotic analysis. The author reveals the importance of this technique both for the analysis of a single image and for the semiotic analysis of the film as a whole. The analysis of the photograms allows to consider the hidden frames and «bloopers» as the elements of cinema that creates its own system of values.

Key words: cinema semiotics, visual culture, cinematography, photogram, «bloopers», semiotic analysis.

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