

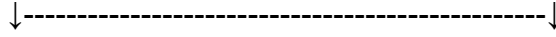
The codes of television

An event to be televised is already encoded by social codes such as those of:

Level One:

“REALITY”

appearance, dress, make-up, environment, behavior, speech, gesture, sound, etc.

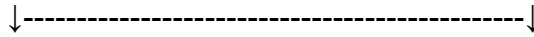


these are coded electronically by technical codes such as those of:

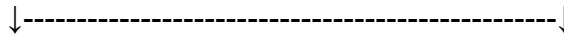
Level Two:

REPRESENTATION

camera (shot composition, camera movement), lighting, editing, sound, music



which transmit the conventional representational codes, which shape the representations of,
for example: narrative, conflict, character, action, dialogue, setting, casting etc.



Level Three:

IDEOLOGY

which are organized into coherence and social acceptability by the ideological codes,
such as those of: individualism, patriarchy, race, class, materialism, capitalism, etc.

** Figure 1.1 from John Fiske, *Television Culture* (London & NY: Routledge, 1997) **