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| **Semiotic Systems** | |
| Linguistic  (oral and written language) | Vocabulary, structure of text, punctuation, grammar, paragraphing, font |
| Gestural  (facial expressions and body language) | Movement, speed, stillness, body position, gaze |
| Spatial  (layout and organisation of objects and space) | Proximity, direction, position in the space |
| Auditory  (music and sound effects) | Volume, pitch, rhythm, silence, pause |
| Visual  (still and moving images) | Colour, salience, vectors, line, foreground, viewpoint, camera angle, framing, demand and offer |