Silliness from Script to Screen: An Analysis of Comedic Media Production Techniques

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Today's Agenda

- **Introduction**

- **Comedic Media Production Techniques**

  ▫ The Reveal

  ▫ Graphical Match Cut

  ▫ Visual Rule of Three

  ▫ Gilligan Cut

  ▫ Answer Cut

- **Conclusion**

Sony

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Visual Comedy

- **(1) The Reveal**
  Change audience's interpretation of an event by revealing more.

- Two major tactics

  - *Camera techniques*

  - *Editing techniques*

Visual Comedy

- **(1) The Reveal**
  Change audience's interpretation of an event by revealing more.

  - *Camera technique: pans or tilts*

    Simpsons "Spider" picture

Fox

Visual Comedy

- **(1) The Reveal**
  Change audience's interpretation of an event by revealing more.

  - *Editing technique: Reveal joke on wide*
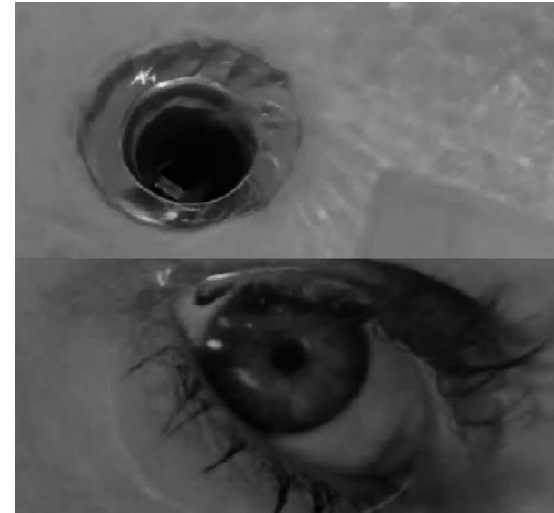
    Elaine
    "Dance" picture

  CLIP: Benny Hill "Blizzard"

NBC

Visual Comedy

Psycho

- **(2) Graphical Match Cut**
  An ending of a scene that transitions to a similar look of the next.

- Editing technique: <u>Juxtaposition</u> of two images.

CLIP: UHF "Boulder"

2001: A Space Odyssey

Visual Comedy

JSF 2006

- **(3) The Visual Rule of Three**
  Two items shown first that make a pattern. The third = twist.

- Technique: A series of <u>shots</u> to build a <u>sequence</u>

- Similar <u>media aesthetics </u>in the first two to make it work

CLIP: Naked Gun "Slap"

Columbia

Visual Comedy

- **(4) Gilligan Cut**
Involves a sudden shift in cutting.

  ▫ Character takes stand/says 'no'.
  Then cut to show character caved

  ▫ Relies on contradiction
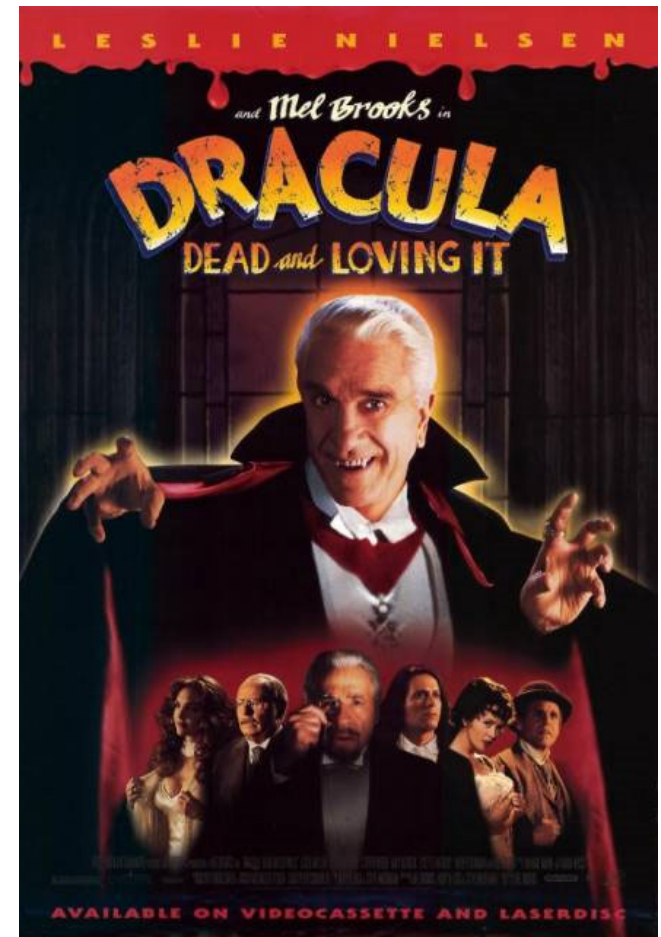
  ▫ Technique: Smash cut
  or fitting transition

CLIP: Tommy Boy "No for Answer"

CBS

Visual Comedy

- **(5) The Answer Cut**
  A switch from one character posing a question to a visual representation of the answer.

- Usually incriminating or uncomfortable.

Brooks Films

CLIP: Dracula Dead and Loving It "Answer Cut"

So Where Does This Go?

- **(1) Incorporating Practical Tactics Into Classroom**

  - The Evolution of Comedy through Media Course

  - Comedy Writing & Production Course

- **(2) Beginning Content Analyses in Media**

  - Compare Rotten Tomatoes scores/film ratings/revenue with number of video editing tactics used

  - Edit scene two ways, one uses a video editing technique and one is more continuous/. Then administer survey to audience.

Conclusion

Sony

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