

Understanding Affordances in Short-Form Videos: A Performative Perspective

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Introduction

This paper applies theoretical ideas from theater to demonstrate how exactly affordances are multi-layered. Illuminated by previous discourse about affordances in multimodal analysis, we propose our own theory of multilayered affordances, illustrated by media-level affordances and high-level affordances.

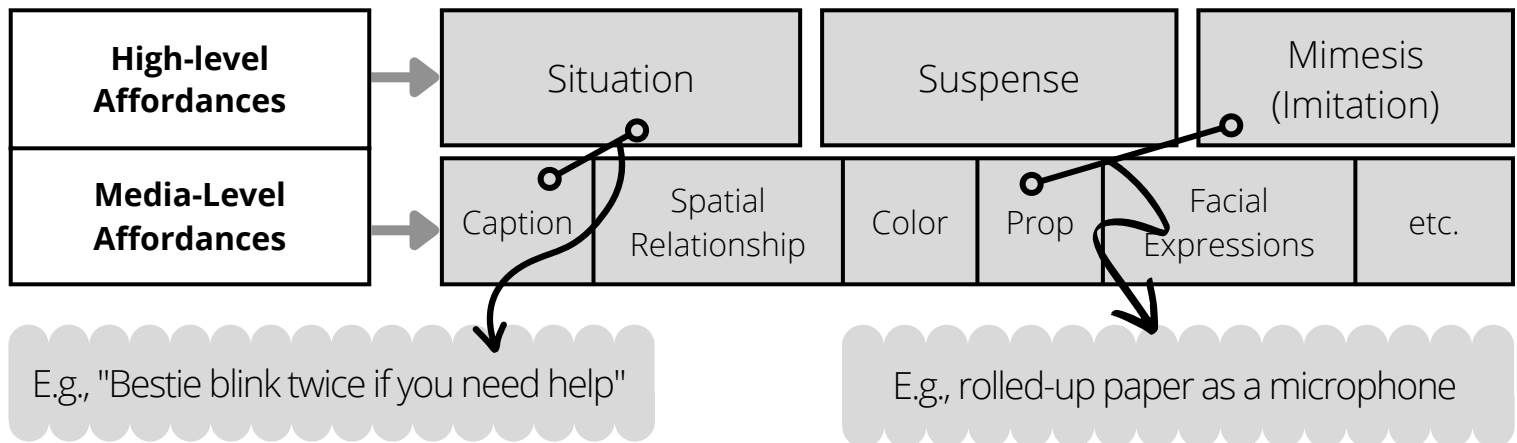
Methodology

Multimodal analysis follows five steps. The key is to identify functioning modes, e.g.,

- on-screen captions
- color
- facial expressions

and explore what they do, or mean.

Results



Takeaways

- Affordances are layered.
- The layering fashion could be explained by a performative frame of reference.
- Theater terms can satisfactorily explain short-form videos (situation, suspense, and mimesis).
- Modes are the media-level multimodal affordances.
- Theater ones are the high-level affordances.

References

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