

# THE SPEAKER'S BODY *IMAGE AND SCHEMA* IN EDUCATIONAL VIDEOS

LXDCON Neuroscience meets LX Design, 17<sup>th</sup> of March, 18

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# Principles of Electrical Circuits

## L18 Operational Amplifier

### Operational Amplifier Op Amp



presented by Guijia  
dubbed by Xinjie

Principles of Electric Circuits by Tsinghua University



**Interference of the production set-up with the performance (embodied language) of Talking Heads?**

## Filtration

*CTB3365x Introduction to water treatment*

Prof.dr.ir. Luuk Rietveld

## The process reaction

*Technology for Biobased Products*

Sef Heijnen, Department of Biotechnology, Faculty of Applied Sciences

## Working Principle of a Semiconductor Based Solar Cell

### 3.1 Solar Cell Operation

*Week 3*

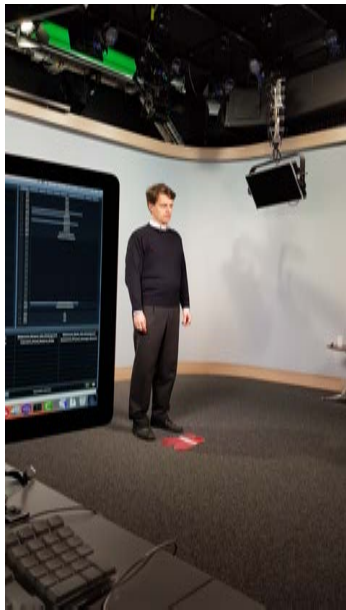
Arno Smets

## Oxidation fundamentals and kinetics

*CTB3365x Introduction to water treatment*

Dr.ir. Merle K. de Kreuk









**Film maker: "You can't move, otherwise you get out of my depth of field."**

**Educator: "This is really difficult! My brain has to rethink all the time. "**

**Film maker: "Try to stand upright!"**

**Film maker: "Shoulders back!"**

**Film maker: "Don't wiggle around!"**

**Educator: "I guess I'm learning to swim"**





Sheffield.

**Benjamin Short**

Head of Graduate Placement and Recruitment

Tata Steel

**Interference of the production set-up with the performance (embodied language) of Talking Heads?**

**YES!**

**Interference of the production set-up with the performance (embodied language) of Talking Heads?**

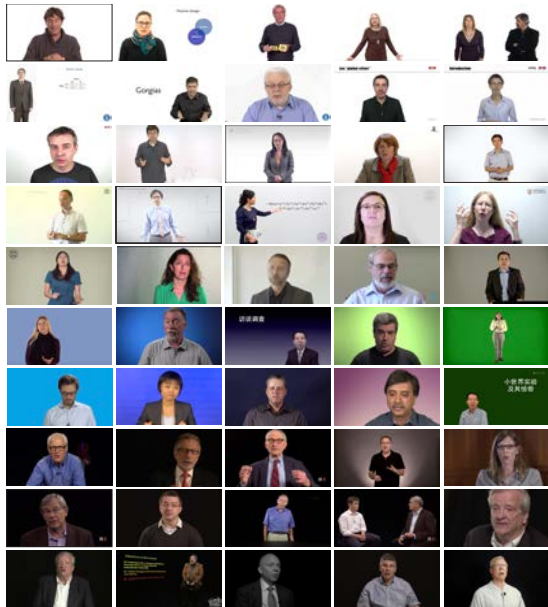
**YES!**

**But how?**

## THERE IS NO EMPTY ROOM **NEVER**

- no measurement of size
- lack of 3D room effect
- 100% focus on the speaker
- no place to hide
- meaning making out of facial expressions, gestures, body tonus, clothing, eye bags...

# nakedness. Create security with (power pose) mobilier, thematic objects, different light settings



„Whether or not somebody is reading from a prompter you can tell from the eyes and face but also if somebody is not really thinking and saying, I think it also shows up in gestural communication as well. If you are just reading, you're not going to gesture.“ Sotaro Kita 2015

# **SPEECH-RELATED GESTURES**



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**(1) Communicative function**

# SPEECH-RELATED GESTURES

- (1) Communicative function
- (2) Self-referential function

*“But gestures also have functions for the gesturers him or herself. [...] When you make gestures, your communicative processes change the way you actually think about. The topic you are talking about, changes when you try to express something in the hand.”*

*Expert Interviews with Sotaro Kita in: (forthcoming) Spring 2018: Media Design Expertise for Videos in Higher Education – a Collection of Interviews with Lecturers, Filmmakers and Communication Experts from Science Teaching, Media Design, Gesture Studies and Digital Education).*

# Body Image Body Schema



*Gallagher, Shaun und Cole, Jonathan. "Körperbild und Körperschema bei einem deafferenten Patienten". Philosophie der Verkörperung: Grundlagentexte zu einer aktuellen Debatte. 2013: 178*

**„I defined **body image** as a (sometimes conscious) system of perception, attitudes, beliefs, and dispositions pertaining to one's own body. It can be characterized as involving at least three aspects: body percept, body concept, body affect.“**

*Shaun Gallagher, 38.*

**“Body schema, in contrast, is a system of sensory-motor processes that constantly regulate posture and movement processes that function without reflective awareness or the necessity of perceptual monitoring.”**

*Shaun Gallagher, 38.*

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## **TAKE-AWAY**

- **The performance of speakers is essential in educational videos – embodied language!**
- **Media design can support or hinder the performance**
- **Video  $\neq$  Copy. Media design knowledge meets scientific educational knowledge**



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