

Appendix D. Corpus Instrument

Extract	Spatial Configuration	Typography	Photography	Illustration	Non-linguistic aspects				Linguistic aspects				Level of heteronormativity			
					Iconography		Attributes	Settings	Salience	Type of adjectives	Labels	Pronouns/Subj-ects			Verbos	Implications
					Denote	Connote										
U7-E1	A set of 8 pictures is placed at the top of pages 64 and 67, and they are named with letters from A to H.	The letters assigned to the each image are in capital letters in bold red capital letters inside of a white circle.	x	Picture A depicts a hotel with a big golden fountain, ceilings, and walls.	Picture A represents luxury.	Wealthiness and orientation	It is a spacious hotel lobby with a long hallway formed by tiles that follow a pattern, high ceiling colored.	Golden and spacious areas are linked to expensive places and rich people. The ceiling and the fountain area are higher than the others to make people focus on them.	None	Use of "you" to refer to the reader	think and describe	The exercise intends that students label the images with the list of adjectives, to both the images and adjectives are assigned positive, negative and neutral connotations.	x			
	Four images depict people, and F is the one that takes the most space.	The exercise number has a bigger font size than the exercise's instructions.		Picture B depicts a tall white building.	Picture B represents modernity.	Modern architecture.	The view of the facade of a tall building from a street during the sunset.	Structures with geometrical shapes are linked to modern architecture. The shape of the building is scaled by the cut out of the image, taking space over the other image.								
	F is placed on the top of the page in the middle.	Same font is used along these two pages.		Picture C depicts paint brushes.	Picture C represents abstract art.	Abstractness	It is a section of a canvas.	Abstractness is related to modern patterns, in this case random brushes made of warm and cold colors. Even though there are more cold colors than warm, the later stand out the most.								
	F is the most colorful picture of the set.			Picture D depicts the upper body of a woman in front of a red carpet's backdrop. She is wearing a pink sweater.	Picture D represents understressing a pink sweater.	High maintenance dresses.	It is a red carpet backdrop.	Attributive adjectives with the use of opposites (conventional - unconventional, outdated - ultra-modern).								
	F is placed before the exercise to which asks students to match a group of adjectives from a list with the images.			Picture E depicts a body of a man wearing a black coat.	Picture E represents actual pictures taken to celebrities.	Spontaneity	Outside in front of a building's facade.	Granny trends that is linked to poor personal hygiene. The focus is on the actor and the background is blurred.								
U8-E1	A set of 4 pictures is placed at the top of pages 76-77. Three of them are in page 76 and the other one is solo in page 77.		x	Picture F depicts a woman's face with make-up and a hand with jewelry.	Picture F represents art.	Performativ.	Photoshoot session.	This type of make-up is highly related to drag queens performance. The colors of the background are dull but the make-up is made with vivid colors. The background is blurred and the picture is focused on the face.	None	Use of "you" to refer to the reader	think and describe	The exercise intends that students label the images with the list of adjectives, to both the images and adjectives are assigned positive, negative and neutral connotations.	x			
	The first picture in the page 76 and the picture in page 77 are the ones that take the most space out of the four.			Picture G depicts a standing woman wearing a two-piece set with a white and blue tweed fabric. The set is made of a pencil skirt and a coat. She is also wearing a white handbag and white heels.	Picture G represents formality.	This type of dresscode is linked to formal attire.	Inside of an office.	This type of dresscode is linked to formal attire. The main focus is on the woman. The colors of the background are dull but hers are vivid.								
				Picture H depicts a radio-shaded red handbag, with golden hardware.	Picture H represents fashion.	Fashion is related to innovative eccentric designs.	Photoshoot session of a product.	Fashion is related to innovative eccentric designs. The handbag is cut out and overlaps another image.								
				From left to right, the first picture depicts three people in a kitchen. Two women and one man.	Housemates	A sense of community and a happy coexistence.	Spacious and clean kitchen.	The focus is on the two females who seem to be happy and at ease. The white-sh color used on the walls and other elements of the kitchen are linked to a clean, organized and spacious environment.								
				The second picture portrays a woman and a child sitting.	Single parenting	Motherhood can be challenging.	A bed inside a room.	The posture of the mother and the child is linked to comforting. The focus is only on the people and the background looks blurred.								
U8-E2	A set of 4 pictures is placed at the top of pages 76-77. Three of them are in page 76 and the other one is solo in page 77.		x	The third picture shows three people: two adults (one man and one woman), and a child. The female adult is next to the man and the male adult is sitting with the child on a dining table.	Nuclear family	Cotidinity of a traditional family.	A spacious kitchen next to a dining area.	The focus is on the father and the child and their interaction. The father is taking care and feeding the child. The mother is blurred on the background while along house chores.	None	Use of "you" to refer to the reader	think and describe	The exercise intends that students label the images with the list of adjectives, to both the images and adjectives are assigned positive, negative and neutral connotations.	x			
				A male adult on a living room, leaning on a dining table with a remote control on his right hand.	Unpersonal family	Solitude	Living room-like environment. There is a dining table located in front of the TV.	The focus is on the subject and his facial expression, showing a sense of tiredness and boredom. The background is very blurred to give emphasis on the subject.								
U8-E3	A set of 4 pictures is placed at the top of pages 76-77. Three of them are in page 76 and the other one is solo in page 77.		x	The exercise number has a bigger font size than the exercise's instructions.					None	Use of "you" to refer to the reader	think and describe	The exercise intends that students label the images with the list of adjectives, to both the images and adjectives are assigned positive, negative and neutral connotations.	x			
U8-E4	A set of 4 pictures is placed at the top of pages 76-77. Three of them are in page 76 and the other one is solo in page 77.		x	The exercise number has a bigger font size than the exercise's instructions.					None	Use of "you" to refer to the reader	think and describe	The exercise intends that students label the images with the list of adjectives, to both the images and adjectives are assigned positive, negative and neutral connotations.	x			
U8-E5	A set of 4 pictures is placed at the top of pages 76-77. Three of them are in page 76 and the other one is solo in page 77.		x	The exercise number has a bigger font size than the exercise's instructions.					None	Use of "you" to refer to the reader	think and describe	The exercise intends that students label the images with the list of adjectives, to both the images and adjectives are assigned positive, negative and neutral connotations.	x			
U8-E6	A set of 4 pictures is placed at the top of pages 76-77. Three of them are in page 76 and the other one is solo in page 77.		x	The exercise number has a bigger font size than the exercise's instructions.					None	Use of "you" to refer to the reader	think and describe	The exercise intends that students label the images with the list of adjectives, to both the images and adjectives are assigned positive, negative and neutral connotations.	x			
U10-E1	A set of 4 pictures is placed at the top of pages 76-77. Three of them are in page 76 and the other one is solo in page 77.		x	The exercise number has a bigger font size than the exercise's instructions.					None	Use of "you" to refer to the reader	think and describe	The exercise intends that students label the images with the list of adjectives, to both the images and adjectives are assigned positive, negative and neutral connotations.	x			