

Framing Meaning

Christopher Stanhope



Penny Farthing

Vs

Modern Mountain bike

Penny Farthing



Modern Bike



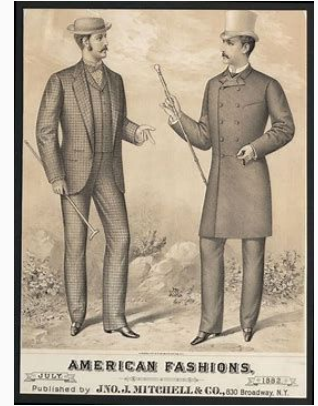
Penny Farthing



- **Semantic Unit** - Bicycle
- **Genre** - Transportation
- **Style** - personal, Human powered, comfortable, fast cutting edge technology of the time
- **Institution** - personal transportation of the past, Urban, Victorian 1870-1880's
- **Stereotype** - old, outdated, ridiculous, humorous, hipster
- **Ideology** -technology that is outdated, however considered faster and more comfortable to ride than previous iterations of the bicycle, interesting, and a design that is a bit crazy by modern standards. Difficult to use, inefficient , primitive technology
- **Discourse** - Difficult to use, inefficient , primitive technology Absolutely ridiculous by modern standards.
- **Myth** - an 1870s concept for transportation that was considered the best tech of the time
- **Paradigm** - The Design of this was based on one giant diameter tire in the front and one smaller one in the rear. Was directly peddled instead of using a chain like more modern iterations of the bicycle

1870's-1880's Penny Farthing

Some Images the represent the Penny farthing and frame meaning



Modern S-Works Turbo Levo



- **Semantic Unit** - Bicycle
 - **Genre** - Transportation
 - **Style** - personal, electric and Human powered, comfortable, fast cutting edge technology of the time
 - **Institution** - Modern Recreation/ Personal transportation, Sports and hobbies
 - **Stereotype** - High tech, Expensive, modern engineering
 - **Ideology** -technology that is cutting edge, considered faster and more comfortable to ride than previous iterations of the bicycle, highly expensive and modern. and a design.
- **Discourse** -easy to use, efficient , modern technology Absolutely the best by modern standards, and completely different than the Penny Farthing
 - **Myth** - That it is better or necessary to be a good cyclist. Electric bikes hated by cycling purists.
 - **Paradigm** - The Design of this was is cutting edge with all the latest materials and components, It uses an electric motor to assist in peddling and costs upwards of \$15,000

Modern S-Works Turbo Levo

Some Images the represent the
S-Works Turbo Levo



