**CAN’S CHARACTERIZATION**

The object of the present work is to analyse Can’s characterization in the spot we’ve watched.

In order to achieve the goal the director’s method to introduce the character will be provided.

Watching the spot the watcher is invaded by mysterious feeling, which creates suspense.

The indirect technique is used by the director just at the beginning of the scene, because the watcher knows about Can through the staff’s opinion, and therefore when Can has not appeared yet. This is why the watcher becomes curious to find out about his real identity and personality.

Using this strategy the director conveys a mysterious aura.

Proceeding with the spot, the director switches technique and the direct one is used to characterize the character through his action. Indeed all his actions convey authority, independence, audacity and insolence.

Furthermore, also his clothes, unusual clothes for a boss office, connote his self-confidence and sort of a rebellious trait of his personality.