Montage

The editing together of a large number of shots with no intention of creating a continuous reality.

A montage is often used to compress time, and montage shots are linked through a unified sound - either a voiceover or a piece of music.

Lighting

Lighting can be used to help convey the mood in a scene.

Low lighting or absence of bright light can make a scene more ominous, foreboding, scary, depressing, etc.

Bright lighting can lighten the mood of a scene making it happier, upbeat, positive, etc.

Soft and harsh lighting

Soft and harsh lighting can manipulate a viewer's attitude towards a setting or a character. The way light is used can make objects, people and environments look beautiful or ugly, soft or harsh, artificial or real. Light may be used expressively or realitically.

Backlighting

A romantic heroine is often backlit to create a halo effect on her hair.

Symbol

an object, person, idea, etc., used in a literary work, film, etc., to stand for or suggest something else with which it is associated either explicitly or in some more subtle way