

MEVIT4834 – Methods in media studies: close textual and visual analysis

Take home exam, spring 2022

Monday 30 May at 11:00 – Thursday 02 June at 11:00

This exam is comprised of three essay questions. You are expected to – individually – answer **two of them**. Each answer should be about 5 pages long, including introduction, body, conclusion and bibliography. In answering these questions, students should make use of the skills trained in class, drawing principally on the methods and concepts detailed in the course reading. Please check your spelling before submitting and make sure to reference correctly where appropriate.

1.

Analyse the John Smith's "Ave it" advertisement with Peter Kay (2002) (<https://www.youtube.com/watch?v=Y4h8uOUConE>), using two of the methods discussed in class. Please, argue (briefly) for your methodological choice(s)!

2.

Watch the scene from *Marie Antoinette* (Coppola, 2006) (<https://www.youtube.com/watch?v=jfyL8qAxvPU&t=187s>). Combine some of the methods discussed in class in order to analyse at least three aspects!

3.

Drawing on the relevant literature, develop a close textual analysis of (central parts of) Daniel Ceng Shou-Yi's photograph (2022), which was published in The Guardian on 7 April 2022. Complement this analysis with other methods from the course.



Photograph: Daniel Ceng Shou-Yi/ZUMA Press Wire/REX/Shutterstock

<https://www.theguardian.com/world/live/2022/apr/07/russia-ukraine-war-nato-foreign-ministers-to-meet-as-zelenskiy-dismisses-fresh-sanctions-live-news> (accessed 24/05/2022).

The exam results will be published in Studentweb within three weeks. Results will not be given by phone or e-mail.