UiO : Department of Media and Communication
Faculty of Humanities

MEVIT4813 – Textual analysis in media studies

Take home exam, spring 2026

The exam opens on Tuesday 7 April at 11:00 AM. The submission deadline is Thursday 9 April at 11:00 AM.

The exam must be submitted as a PDF-file in Inspera (more about this below).

Before you start writing your exam submission, you must ensure that you have read and understood information about cheating, and sources and citations, including AI tools. See links in Inspera, under "Information about the exam".

This document is two (2) pages long and includes two (2) questions. You must answer one (1) of the two (2) questions.

EXAM QUESTION

This exam is comprised of two essay questions. You are expected to answer one of them. Your answer should be about 5 pages long, including introduction (stipulating what you will do and how/why), body (your argument(s), a combination of analysis and its theorization) and conclusion (in which you reflect on your findings. Images and bibliography are excluded from the page count. In answering the question, students should make use of the skills trained in class, drawing principally on the methods and concepts detailed in the course reading. You are expected to use a minimum of 4 scholarly sources, at least two of which should be from the curriculum. Please check your spelling before submitting and make sure to reference correctly where appropriate.

1. Watch the new commercial for Squarespace released during the 2026 Superbowl: https://www.youtube.com/watch?v=2cLNMXUNzxY. Perform a textual analysis using one or more of the related methods (hermeneutics, psychoanalysis, semiotics, discourse analysis) discussed in class in order to analyze how the commercial sells its product – and what that product is. Also offer a suggestion as to how this commercial may be read against itself. Make sure to include a discussion of either one of these: myth/fantasy/ideology/discourse.

2. As we have discussed, a movie's opening scene as a rule introduces its main characters, themes, tone and of course genre. Watch the opening scene of Lady Bird (Gerwig, 2017) here: https://www.youtube.com/watch?v=mpDGnFwbw0U How does this scene set up the concerns and mood of the film? Drawing on one or more of the various methodological frameworks of the course, include in your account a discussion of representation. You can think here of gender, race, class, generationality, locality, and/or age.

FURTHER INFORMATION

Information about home examinations in Inspera at UiO

Frequently asked questions before and during exams at IMK

You must submit your exam in Inspera by uploading your answer as a PDF file. Other file types will not be accepted. For conversion from .doc and .docx to .pdf, see instructions here.

This exam requires an essay of 5 pages, excluding front page and references. One page is calculated to ca 2300 characters without spaces.

Your front page must include your candidate number that you find in Studentweb (NOT YOUR NAME), the course code and course name and semester and year (MEVIT4813 – Textual analysis in media studies, Spring 2026). The name of the file you upload should be your candidate number (xxxx.pdf)

Inspera closes precisely and automatically at 11:00 AM, so you must upload your file at latest 10:59.

The exam results will be published in Studentweb on 30 April. Results will not be revealed by phone or e-mail.

If you want an explanation for the grade you receive: See instructions here.

CONTACT INFORMATION

Tim Vermeulen can be contacted by e-mail timotheus.vermeulen@media.uio.no , and will answer questions regarding the exam assignment submitted by 1 PM (13:00) on 7 April.

If you have technical questions for instance regarding your computer, internet or updates of browsers, please contact IT Helpdesk: https://www.uio.no/english/services/it/contact/helpdesk/html

Other questions can be directed to studieinfo@media.uio.no