

MEVIT4834 – Textual Analysis in Media Studies

Take home exam, spring 2019

Monday 06 May at 11:00 – Thursday 9 May at 11:00

Candidates must submit their exam paper in Inpera no later than Thursday 9 May by 11.00 (11AM).

This exam is comprised of three (3) essay questions. You are expected to – individually – answer two of them. Each answer should be about 5 pages long, including introduction, body, conclusion, but excluding 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.

Before you start writing your exam submission, you must ensure that you have read and understood the University of Oslo's information about cheating:

<http://www.uio.no/english/studies/examinations/cheating/index.html>

You must use a reference style (such as Harvard, MLA, Chicago or APA) throughout your exam submission, and in the bibliography/reference list at the end of the submission. Therefore, you must also read the University's guidelines:

<http://www.uio.no/english/studies/examinations/sources-citations/>

1. Analyse the Diesel advertisement "Be Stupid" (2010)

(<https://www.youtube.com/watch?v=Y4h8uOUConE>), using two of the methods discussed in class. Please, argue (briefly) for your methodological choice(s)!

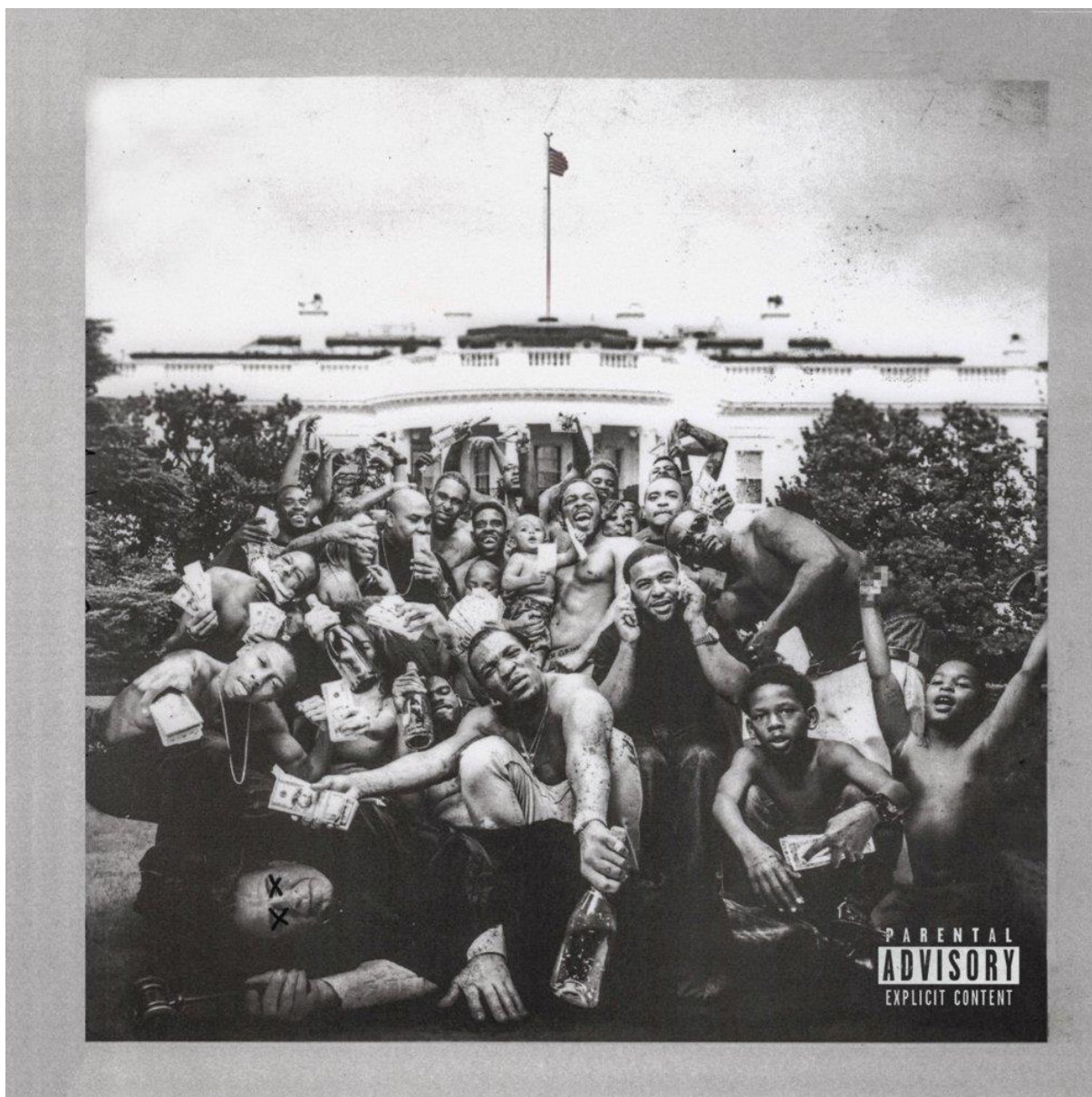
2. Watch the trailer of "When Harry met Sally" (1989)

(<https://www.youtube.com/watch?v=vmSpCLefjnw>). Combine some of the methods discussed in class in order to analyse at least three aspects!

3.

a. Drawing on the relevant literature, develop a close textual analysis of (central parts of) the cover of Kendrick Lamar's album "To Pimp A Butterfly" (2015, see below).

b. Offer a semiotic reading!



Information about the exam

You must submit your exam in English.

The submitted paper may be up to 10 pages (one page is calculated to 2300 characters without spaces). The front page and reference list do not count towards the 10 pages. Use Times New Roman font in 12pt. and 1.5 line spacing.

The exam must be submitted as a PDF, or it will not be accepted by Inspera. Your front page must include your candidate number, and the name of the file you upload should be your candidate number (eg. 1.pdf). Do not include your name anywhere on your exam submission.

All students are required to have read and familiarized themselves with the University's rules regarding cheating, found here: <http://www.uio.no/english/studies/examinations/cheating/> All submissions will be checked using the University's plagiarism detection software.

Please see our web site for more practical information about exams at the Department of Media and Communication: <http://www.hf.uio.no/imk/english/studies/submission/index.html>

Timotheus Vermeulen and Steffen Krüger can be contacted through e-mail, timotheus.vermeulen@media.uio.no and steffen.kruger@media.uio.no , and will answer questions regarding the exam submitted on Monday 6 May by 13:00. Questions will generally be answered by the end of the day.

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