

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

Take home exam, spring 2020

Monday 27 April at 11:00 – Thursday 30 April at 11:00

Candidates must submit their exam paper in Inspira no later than Thursday 30 April by 11.00 (11AM).

This exam is comprised of **three (3)** essay questions. You are expected to – individually – answer **two (2)** 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.

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/>

Please answer TWO questions.

1. Please, give an interpretation of the below Instagram post by Amalia Ulman from 10 September 2014, using two of the methods discussed in class. Argue briefly for your methodological choices, please!
(https://www.instagram.com/p/sxKKisFV0C/?utm_source=ig_embed),



2. Watch the Google Nest commercial, “Make your Home a Nest (Introducing Google Nest)” from 2019 (<https://www.youtube.com/watch?v=3tSgce4Wpxg>) and submit it to close textual analysis by using no less than two of the course’s methods.

3. Winding down an interview with Harvey Weinstein’s attorney, Donna Rotunno, for The New York Times’ *The Daily* podcast (7 February 2020), journalist Megan Twohey, has one last question. This question triggers the below exchange (see page over). Analyse relevant aspects of this exchange by using up to three of the methods from the course.
 (PS: You can find the whole podcast episode as well as a complete transcript here: <https://www.nytimes.com/2020/02/07/podcasts/the-daily/weinstein-trial.html>?)

Extracts from NYT's *The Daily*, 7 February 2020

[...]

megan twohey

Oh, and actually I had another question, which was whether or not you've been sexually assaulted.

donna rotunno

I have not.

megan twohey

O.K.

donna rotunno

I have not.

megan twohey

O.K.

donna rotunno

Because I would never put myself in that position.

megan twohey

So you're saying — O.K., actually, I'm sorry. So you're saying that you — you're saying that you have never been sexually assaulted, because you would never put yourself in the position of being sexually assaulted?

donna rotunno

No. I've always made choices, from college age on, where I never drank too much, I never went home with someone that I didn't know. I just never put myself in any vulnerable circumstance ever.

megan twohey

Do you believe that every woman who's been sexually assaulted somehow put herself in that position, whether it was having drinks or agreeing to go to a hotel room?

donna rotunno

Absolutely not. But just as we make smart decisions when we walk out on the street at night, I think you have to make the same decisions when you're putting yourself in circumstances with other people. When we walk out at night, we look around. We make sure we have our phone. Some people take Mace. We take precautions. And all I'm saying is, is that women should take precautions.

megan twohey

Do you think it's possible for women to take all of those precautions and still be sexually assaulted? To still be pulled into a dark alley, to still be —

donna rotunno

Totally different conversation.

megan twohey

To still —

donna rotunno

Totally — being pulled into a dark alley is a totally different conversation.

megan twohey

So you are talking about sexual assault, women being sexually assaulted by somebody they know?

donna rotunno

Correct.

megan twohey

Do you think it's possible for women to be sexually assaulted by somebody that they know, even if they've taken precautions?

donna rotunno

Sure, anything's possible, Megan. It's not about what's possible. It's about trying to, again, minimize the risk. If you go out on a date with someone and you go out for dinner and you go out for drinks and you know them sort of, and you know, you're sort of maybe developing a relationship with them. And you make a choice to go into their home at the end of the night, what do you think could potentially happen? And if you're not prepared for what could potentially happen, I think we're kidding ourselves. And then to leave and say I had no idea that this person would maybe try to be sexual with me or have a sexual advance, I think is naïve

megan twohey

I can't help but feel like you continue to place the burden of safety on women, on potential victims in general. Should the burden rest on them? Or should it rest on the perpetrators?

donna rotunno

I think it should rest equally. And we've moved this conversation so far away from what we were talking about, but if you go out with someone, you can't have it both ways. We can't have things like Tinder, where people swipe right and go meet whoever they meet — and most of the time those are sexual interactions — and then say, you know what? I went out with them, and I went to their house and we were flirting or kissing or whatever. And then say I had no idea that he may want to do this. You just can't have it both ways. So I'm saying that women need to be very clear about their intentions. I think women need to be very prepared for the circumstances they put themselves in. And I think absolutely women should take on equal risk that men are taking on. And the responsibility should be equal as well.

megan twohey

Is there anything that you think that men need to do differently?

donna rotunno

Sure, I think men also need to be very clear about their intentions. And if I was a man in today's world, before I was engaging in sexual behavior with any woman today, I would ask them to sign a consent form.

megan twohey

You are being serious.

donna rotunno

I'm being dead serious. I'm being dead serious. Because how easy is it for two people to engage in behavior and a day later, two days later, five days later, 27 years later, somebody say, you know what? That's not what that was. Why not? Why not? Take all of the question out of it. Make it easier on everybody.

megan twohey

Well, Donna —

donna rotunno

You're welcome.

megan twohey

Donna, thank you again for taking so much time. I really do appreciate it.

donna rotunno

No worries.
[...]

Information about the exam

You can submit your exam in English, Norwegian, Danish or Swedish.

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. 1234.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 UiO's web site for more practical information about exams at the University of Oslo: <https://www.uio.no/english/studies/examinations/submissions/>

Steffen Krüger (steffen.kruger@media.uio.no) can be contacted through e-mail, and will answer questions regarding the exam submitted on Monday 27 April 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.