

MEVIT4813 – Textual analysis in media studies

Take home exam, spring 2024

The exam opens on Monday 6 May at 11:00. The submission deadline is Wednesday 8 June at 11:00.

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

The exam overview consists of 3 (three) pages, and 2 (two) exam questions. You must answer one of them.

- 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/>

EXAM QUESTION/TEXT:

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 trailer of the movie *Brüno* (Charles and Baron Cohen, 2009) (https://www.youtube.com/watch?v=pxyJ_ZQVhTI). Draw on one or more of the related methods (mise-en-scene, hermeneutics, psychoanalysis, semiotics, discourse analysis) discussed in class in order to analyse (what you identify as) the trailer's central themes.

2.

Analyse the cover of Beyoncé's "Cowboy Carter" LP (2024), using at least two of the methods discussed in class. Please, argue (briefly) for your methodological choices!



More information about the exam:

- [Information about home examinations in Inspera from The University of Oslo](#)
- The examination text is in English, and you submit your response in English.
- You must submit your exam in Inspera by uploading your answer as a PDF file. Your front page must include your candidate number that you find in Studentweb (NOT YOUR NAME), the course code and the course name as well as semester and year. (MEVIT4813 – Textual analysis in media studies, Spring 2024) 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.
- Courses of 5 ECTS normally requires an exam of 5 pages (one page is calculated to ca 2300 characters without spaces) excluding front page and references.
- [Frequently asked questions before and during exams at IMK](#)
- The course coordinator Steffen Krüger can be contacted by e-mail, steffen.kruger@media.uio.no, and will answer questions regarding the exam submitted by 1 PM (13:00) Monday 6 May. Questions will generally be answered by the end of the work day.
- **The exam results will be published in Studentweb within three weeks of the submission deadline. Results will not be revealed by phone or e-mail.**