Semiotic analysis:

- Choose one topic to analyse using semiotic methods –it is often easier to choose a static image or if you are doing a moving image, choose something short e.g. a trailer or short section of a music video. For the moving image, I would advise you to include stills in the essay to focus your analysis. You can also link to a URL if it is a short advertisement.

Introduction to the essay.

- You need to begin by explaining what you understand by semiotics (including key terms such as signifier and signified and any others that you use) drawing on academic sources
- Remember that different sources may differ slightly so try to use more than one academic source so that you evaluate your definition (3 should be sufficient).
- I have suggested at least **4 academic sources** should be used in total, so it may be useful to read on the topic you are focusing on e.g. if a film image that relates to gender, you could highlight the notion of gender, perhaps as a social construction in your essay (and you could then also refer to the reading I gave out for that week).
- You can use the handouts that I give, but equally you can find your own relevant academic sources (remember that websites can add detail, but they are not academic sources – unless we direct you to those websites)!

Conducting your analysis

- You then need to conduct the semiotic analysis (if you want to refresh your ideas about how to do this then look at the notes on Blackboard, as well as the video I made with Dr Jill Terry).
- Make sure you do not just describe the text but analyse the text from other angles e.g. think about what the text might signify not just from your own viewpoint, but how someone else might interpret the text.
- Think about how changing one element of the text may or may not lead to a completely different reading of the text.
- Think about how the text might relate to ideological values and theories we have been discussing to date (or indeed any other theories you are able to highlight).
- Sometimes it helps to show the images to other people and see if they agree/disagree with your viewpoints.

More than description

- E.g. What myths or binary oppositions are implied and what are the implications of these.
- So, for example, does the text highlight the myth of beauty as young, white and blonde hair, thin and youthful or does it highlight other stereotypes?
- Might it challenge a binary stereotype? Is there a particular version of masculinity on offer? Or does it highlight consumption/wealth as the only way to gain contentment?
- What about any written words – what are these suggesting?

- Don't forget that colours that mean one thing in a particular culture could mean something else in another culture e.g. white worn for weddings in some cultures and white worn at funerals in others.
- What is not included in the image? What is being given dominance in the image?

Discussion/wider significance
- You will then need to give an overall discussion and conclusion as to what you have found in terms of the wider significance of your analysis. Suitable texts include photographs, newspaper images, book covers, tourist information, fashion items, advertisements, stills from films etc.
- If unsure – please ask.

Reference List
- This should come before the appendix. See the reference guides for help if you are unsure. The short guide https://drive.google.com/file/d/0B2wGAyiHm0nAUzdIWFlTbm5vcDg/view and http://proxy.worc.ac.uk/login?url=http://www.citethemrightonline.com (UW login needed)

Appendix
- You will need to include the actual text somewhere in the assignment – you can include the images in the actual essay part, or in the appendix (the latter may be useful if you are linking to a URL).
- Make sure you provide a list of references at the end in the Harvard system.

Deadline for Assignment	Assignments are due via Turnitin on Blackboard 20th November 2018 before 3pm
Returning of Assignment Two:	Feedback to be given by 22nd December at the latest