

## Semiotics – Seminar questions MECS1000 Week 4

### Semiotics – some concepts and questions MECS1000

A sign is anything which produces meanings. They convey and produce meanings. The concept that is invoked is called the signified. The actual words or sequence of sounds are signifiers.

The meaning of a sign may depend on a variety of factors. The meaning a sign is given comes from the code within which it operates – codes have to be shared by a group to be understood.

<https://www.polleverywhere.com/my/polls>

- 1. What codes and conventions might be implicit (or explicit) in the following ads highlighted in this video? Are there stereotypes/myths that are reinforced/challenged? (I will pause the video after each of the ads to give you a few minutes to write down some ideas)**

<https://youtu.be/wi2GiCGZhqM>

- Ad 1: Money Supermarket
  - Ad 2: Just Eat
  - Ad 3: bgo
  - Ad 4: Money Supermarket
  - Ad 5: just Eat
  - Ad 6: Cadbury Dairy Milk
1. On posters – choose either a female villain or a male villain from any popular culture/media and think about the villain in relation to (if your group prefers you can choose something else to apply the binary oppositions to rather than gender):-
    - Name
    - Looks
    - Voice
    - Age
    - Body
    - Portrayed as ‘other’ in some respect
    - Any words particularly associated with the villain
    - Any other descriptions of the villain
    - Does the villain have real power (or only superficial power)
    - MYTH (YOU MUST TRY AND MENTION THIS ON THE POSTER)
    - ANY BINARY OPPOSITIONS (YOU MUST TRY AND MENTION THIS)

Semiotic analysis is a well-established field. However, you need to think about the questions below in relation to semiotic analysis.

- 2. What might be the problems associated with semiotic analysis of texts?**

- 3. What might be the problems associated with binary oppositions as a form of analysis?**

**Week 4: Semiotics**

**Please have a look at the example of a semiotic analysis.**

Why do you think this received an A grade?

What have they done well/not so well?

How many references should you have in the reference list?

Can you include references that you have not referred to in the essay?

How many weeks have you till your essay is due?

What do you need to be doing NOW?

Think and discuss what you could do for assignment 1 – I will ask you to try and identify something for the assignment that you might focus on.