**Seminar work: Assignment 2 and Dissertation Proposal**

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**Assignment 2 will be developed in more detail in week 5 but this session is designed to get you thinking about the assignment, and your dissertation**

1. Discuss the differences between audience research and textual analysis and the methods used in each.

2. Write down which research methods you enjoyed using – semiotics, content, questionnaires, interviews, focus groups or methods you would like to use and discuss in small groups.

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**This will be developed more in week 5 but some key ideas and topics are highlighted below.**

1. Write out all the different topics you are interested – don't edit these ideas but write out everything that comes to mind.

2. Now have a look at what you have written and look at whether any ideas are linked, and a theme dominates, or whether they are entirely different ideas.

3. Number the topics according to which ones interest you the most and then discuss the ideas that interest you in small groups

To help you get started here are some examples of topics :-
- **Media representation and Identity**
  - exploring how different identities are represented or portrayed in the media. This could focus on race, gender, sexuality, disability, age, geographical location etc.
  - Previous student essays/dissertations
  - Representation of disabled/disfigured people in film.
  - Pornography and self-image
  - Alcoholic beverages and feminisation of ads
  - The neo femme fatale in *Promising Young Woman*
  - Gender in Bollywood: *Khabhi Khushi Kabhi Gham*
  - Analysis of *Little Mix* in relation to race

- **Globalisation and cultural flows**

- Explore how cultural products such as music, film, social media cross borders and have impact or influence (e.g. KBeauty)
- KBeauty and impact
- Food cultures – culinary trends in the global
- Hybridisation and music
- Global brands and fashion
- Global sporting events and identities

- **Media Effects and Audience Reception –**
  - Explore how social media is used in relation to social media campaigns
  - Sports fans on Twitter
  - Sports participation
  - Gaming culture
  - Fake news, social media and impact on real life crimes

- **Popular cultures and Subcultures**
  - Music and fandom
  - Furries as a subculture
  - Grime music and sub cultures
  - Esports and online gaming
  - Tattoo culture – symbolism, identity and integration into mainstream