

n) Semiotics:

- Theorists: Volosinov and Saussure
- The study of signs and symbols and their use or interpretation
- MECO: relevant in visual media such as television and film where signs and symbols are often used to represent meaning
- EG: The simplified image of a white figure sitting in a wheelchair against a solid blue square background on a bathroom door may be used to symbolise disability

o) Connotation:

- Theorist: Stuart Hall
- “Less fixed and more conventionalised and changeable associative meaning/s”
- Relevance to MECO: Meanings can be fixed but also have associative meanings
- CASE STUDY: eg. in a pasta sauce advertisement which depicts tomatoes, it would connote that the tomatoes are used in the sauce

p) Tele-cocooning:

- Theorist: Habuchi, 2005
- Extensive use of tech may cause small, insular social groups who have limited access to the “real world” of alt voices + perspectives
- Relevance to MECO: as the media becomes increasingly intertwined with technology, it is important to consider its impacts on society ie. is it isolating individuals or encouraging community?
- CASE STUDY: extensive use of social media

q) agenda-setting:

r) Transmission model:

- Theorist: J.W Carey
- Imparting, sending, transmitting signals or messages over a distance for control
- Process + tech. that spread, transmit + disseminated knowledge, ideas + info farther + faster w/ goal of controlling ppl + space
- Relevance to MECO: this form of communication is the most dominant model in today's media, and so it is important to question whether the model is being used to:
 - Enlighten or obscure reality?
 - Change or harden attitudes?
 - Breed credibility or doubt?
- CASE STUDY: eg. newspapers, emails transmit info

s) essentialism:

t) Folk devil:

- Theorist: Stanley Cohen

SECTION B: There is only one (1) question. It requires you to analyse/do a close reading of a news transcript.

To prepare for this question apply the theories of Volosinov (1986), De Saussure (1992), Fiske (1987) and/or other theorists of your choice, aiming, at minimum, to: Identify at least three “strategies of containment” that news producers apply in “making sense of the real” (Fiske,1987).

Hint: Refer to Fiske’s (1987, p.296-301) example of a news analysis to see how he traces strategies of containment at work.

Volosinov

- Volosinov argued there couldn’t be an autonomous semiotic system
 - Was always in use + changing therefore was never the same itself
- Volosinov:
 1. Importance of linguistic form was that it was a changeable + adaptable sign
 2. Words are filled w/ content + meaning drawn from behaviour + ideology
 3. Meaning of word is determined by its context
- Agrees meaning is produced through semiotic systems but not neutrally + naturally

de Saussure

- Saussure: meaning is relational rather than substantive
 - No innate meaning attached to language, only differences
- Saussure’s linguistic sign:
 - Signifier: physical form of the sign eg. word
 - Signified: concept that is “evoked” ie. meaning
 - Sign: Combination of the signifier + signified
- Saussure = revolution in linguistics as “meaning is relational”
 - World was read, understood + seen as in terms of how signifiers were related to each other within semiotic systems
 - Overturned notion that lang. Simply reflected reality in natural + unmediated form

Fiske

Strategies of containment: Fiske (1987)

- Managing the ‘forces of disruption’
 1. **Categorisation:**
 - News values eg. recency, elite persons, often negative, relevance, conflict
 - Primary classification = news or not news p.286
 - Recent news:
 - Must have occurred in past 24hrs
 - Little sense of continuous history