

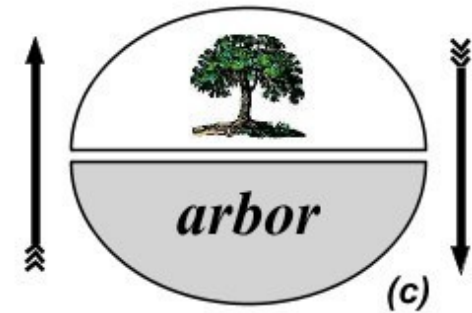
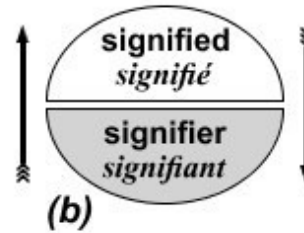
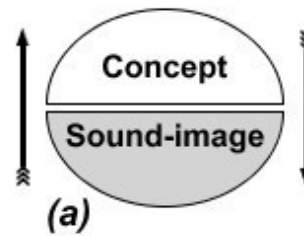
MSC W 6

Re-presentation

THIS IS
NOT A PIPE



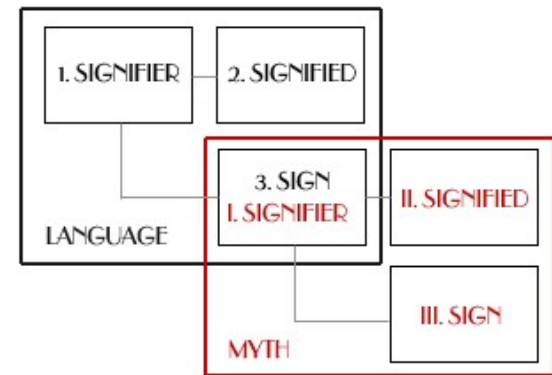
SEMIOTICS REPRESENTATI ON



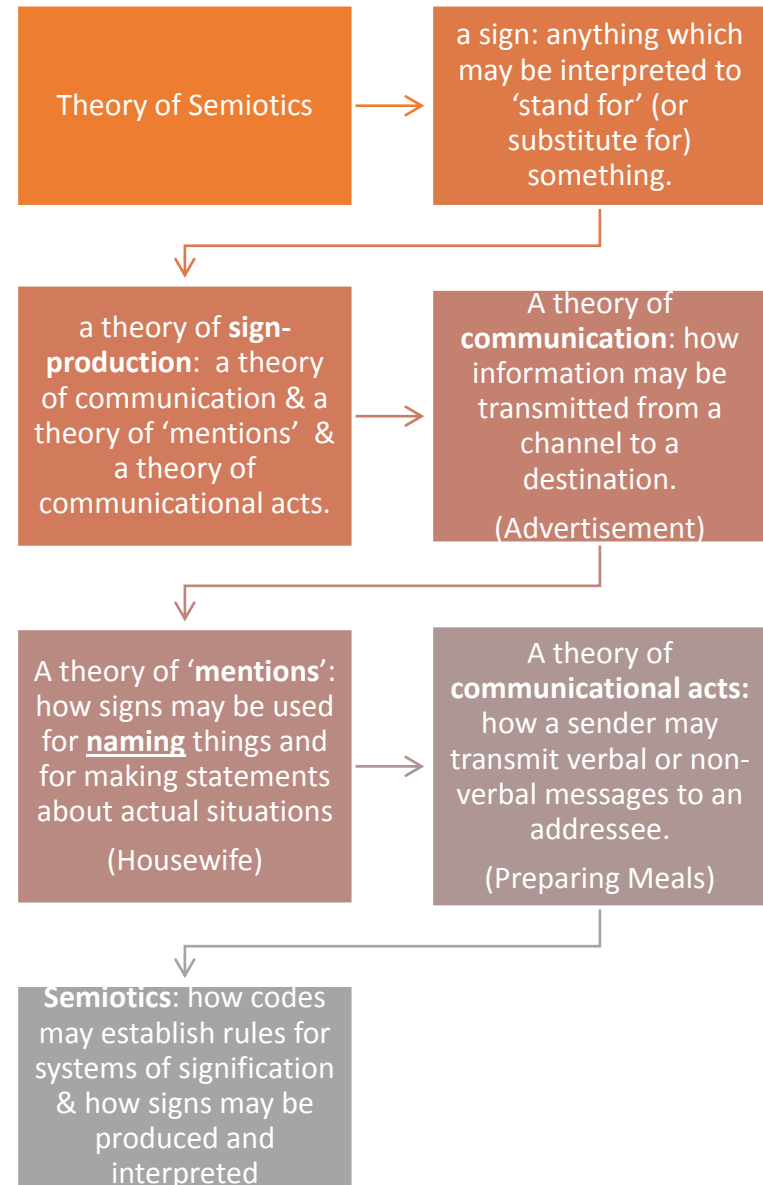
R. BARTHES'S MYTH

REPEATING REPRESENTATION

- Myth Today
- Myth - "mode of signification" -- myth.
- Barthes argued that "since myth is a type of speech, everything can be a myth.... [And] it is conveyed by a discourse." Myth is not defined by the object of its message, but by the way in which it utters this message
- Second-order semiological system



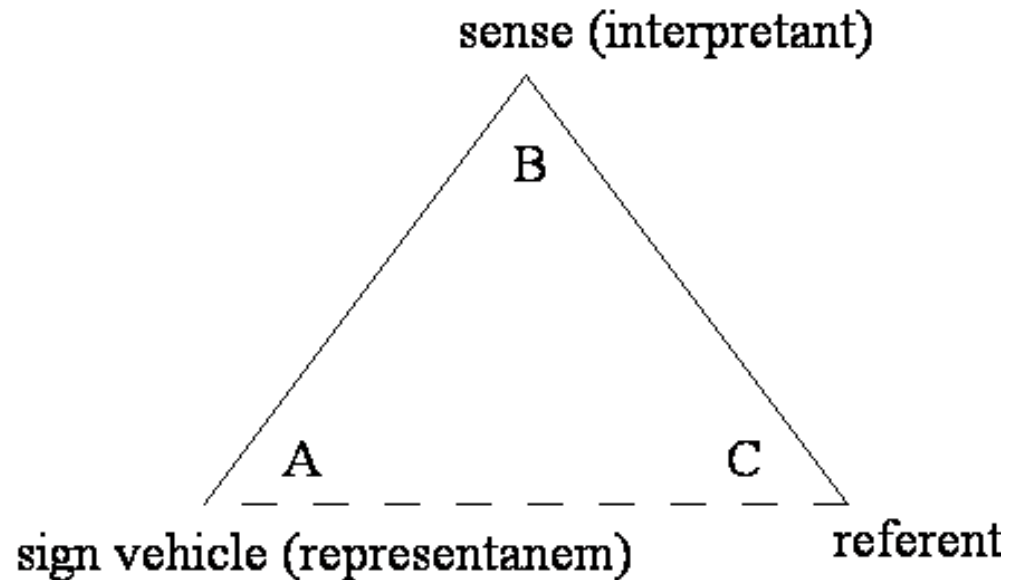
EMBERTO ECO



PEARCEAN SEMIOTICS

WE. THE INTERPRETER

- The role of Interpretant
- Interpretants: Immediate Interpretant
- A general definitional understanding of the relationship between the sign and dynamic objects: Dynamic Interpretant
- Effect actually produced on the mind: Final Interpretant



Icon



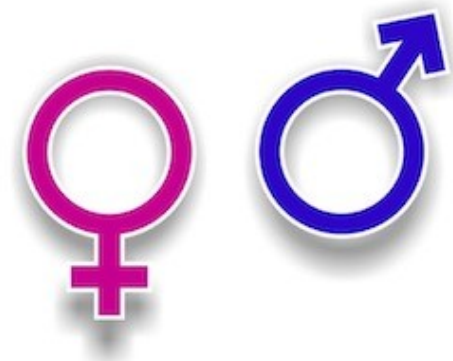
*physical resemblance
between signifier and signified*

Index



*signifier has a direct correlation
in space and time with the signified*

Symbol



*arbitrary relation between
signifier and signified; sign
gains meaning through
social convention*

Stuart Hall

- Representation
- Based in neo Marxism, Hall is one of the founders of the British School of Cultural Studies.
- Power consistently strives to fix meaning to support its agenda.
- Individuals receive meaning, but remake it minute by minute.
- Meaning is constantly changing.
- Meaning cannot be fixed.
- It is imperative to critically interrogate the meanings of media representations.

Stuart Hall's Cultural Studies

- Stuart Hall doubts that social science can find useful answers to important questions about media influence;
- For Hall the question is how does the media create support?
- Cultural Studies is influenced by a Marxist interpretation of society, which is suspicious of any analysis that ignores **power** relationships
- Cultural Studies wants to do more than interpret. It seeks to change things
- It wants to empower people who are on the margins of society
- the media maintain the dominance of those already in power--the media maintain the status quo;
- That mainstream media research masks the struggle for power
- Hall wishes to gain public place where the voices of the masses can be heard

Mediated Meanings

- Words and other signs have no intrinsic meaning
- Words don't mean - people mean

- Hall asks, “Where do people get their meanings?”
- Hall's answer: through communication and culture--through discourse;

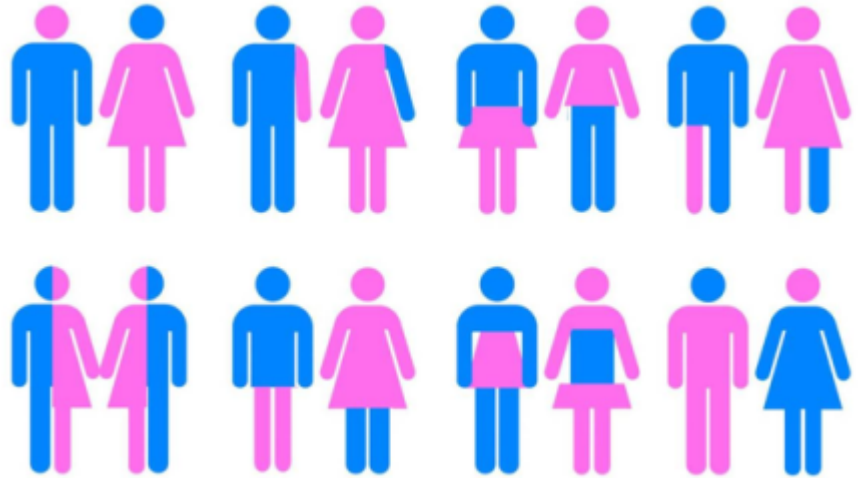
- Culture is concerned with the production and exchange of meanings

Representation “Skills”

- Camera Work/Lighting: “Mass Media redesign information by replacing the vantage point of the viewer within the frame provided by a cameraperson/journalist photographer.”
- Editing: Heroes are given more time and more shots.
- Music: Heroes, Major key. Villians, Minor Key.
- Casting: Actors cast to play heroes/villains are people whose appearance is encoded by our social codes.
- Heroes are socially central types who embody the dominant ideology.
- Urban Space
- Repeating

Intertextuality & Performativity

- Meaning of images/language in texts depends on knowledge of previous texts
- The meaning of intertextual links are constructed by viewers based on their media knowledge
- Gender is not something we are automatically born with, it is something we continually “perform”
- “Gender is the repeated stylization of the body, a set of repeated acts within a highly rigid regulatory framework that congeal over time to produce the appearance of substance, of a natural sort of being.” Judith Butler





Tvrdé praktiky

Vietnamci platí mafii výpalné za večerky



27.06.2011 09:30

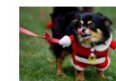
SDÍLEJTE:



Většina vietnamských majitelů večerek a kosmetických salonů odvádí často až 40 procent ze zisku organizované skupině za takzvanou ochranu. Pokud neplatí, musí se potýkat se skupinou speciálně vycvičených vojáků. Říkají si Bo Doi a neštítí se používat únosy nebo výhrůžek smrti. Vyplyvá to z výroční zprávy Útvaru pro odhalování organizovaného zločinu (ÚOOZ).

RELAX A ZÁBAVA

Los Angeles
Seznamte se s hollywoodskými rozmazlanými psy



Historie
Aukční síň Sotheby's slaví 275 let



SEDMICKA.CZ

Ben Affleck
Být alkoholikem ke mně patří



Priznání
Věra Křesadlová Formanův hrob nenavštíví



PROBÍHAJÍCÍ SOUTĚŽE