

Autobiographical analysis

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Main points

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What Autobiographical Analysis is?

- Autobiographical analysis is an approach that investigates media content as a way to promote personal discovery and growth.
- It examines the impact of the media on our attitudes, values, lifestyles, and personal decisions.
- The individual uses his or her own experience with the media as a springboard for analysis
- The autobiographical approach broadens the scope of media literacy education.
- This approach can also help bridge the disconnect between generations.

Audience Interpretation of Media Content

- A mass media text may be open to several interpretations, the text dictates a preferred reading, from the perspective of the media communicator.
- Selective exposure: it is process in which individuals choose what to watch and listen to, based to their personal values and interests.
- Selective perception: interpretation of content is colored by his or her predispositions and opinions.
- Selective retention: occurs when individuals remember or forget information.

Disposition of the Individual

- The Psychological context
- The Social context of a media presentation can have a significant bearing on how individuals respond to the content
- Content attributes: can affect behaviors and attitudes another attribute is how real the program appears to be.
- Gender: It can also be a factor in the negotiation of meaning
- Ethnic, racial, and class identity: members of different subcultures have distinct identifiable interest.

Affective Response Analysis

- We first react emotionally and then translate these feelings into words.
- Personal belief systems: media programs give us an opportunity to try out emotions in a safe environment.
- People learn to react to media programs in ways that correspond to culturally acceptable gender role, woman cry, men rage.
- Coping strategies: the media have emerged as a principal arena in which people learn coping mechanisms:

Denial

Mockery or irony

Control devices

Partial or total avoidance

Reality checking

Repetition

Alibi

Changing the context

Function

- The effective media communicator is able to anticipate how the audience should react at each point of the presentation
- Advertisers manipulate the emotions of their audience to persuade them to buy their products.
- Media communicator maneuver the audience into emotional reactions that reinforce the prevailing ideology of the program.

Identification analysis and character

- Identification analysis is an approach in which individuals contrast media presentations with their own personal experience.
- Identification analysis can serve as a particularly effective counseling tool with young people who have difficulty talking about themselves.
- Audience members frequently identify with media figures
- Identification is a precondition of imitation, it is not a guarantee that people will adopt the modeling behavior

Narrative analysis

- Narrative analysis is a line of inquiry in which a story serves as a springboard for personal reflection and discussion.
- Narrative reconstruction: it refers to a process in which individuals recount a story they have seen, heard, or read in the media.
- Narrative forecasting: it refers to a process in which individuals put themselves in the situation depicted in the media program

Media Chronicles

- Media programming often assumes a personal significance that transcends its aesthetic or entertainment value
- The media program has become internalized as a part of our personal experience, and we may feel nostalgic about a program
- Media Programs may also be associated with seasonal activities

Empowerment Strategies

- Empowerment strategies: it encourages audience members to assume an active role in determining media content
- Empowerment circle: Eddie Dick and Elizabeth Thomas advocate a four step approach by which media literacy can effect social change, which they refer to as the empowerment circle
- Empowerment strategies in the classroom: students learn to develop an independence from the messages being conveyed through the media.

Summary

- Autobiographical analysis is an approach that investigates media content as a way to promote personal discovery and growth
- A mass media text may be open to several interpretations, the text dictates a preferred reading, from the perspective of the media communicator
- The effective media communicator is able to anticipate how the audience should react at each point of the presentation
- Narrative analysis is a line of inquiry in which a story serves as a springboard for personal reflection and discussion.

The background features a complex, abstract geometric pattern of white dotted lines. These lines form a series of interconnected, angular shapes that resemble a stylized, crystalline structure or a network of paths. The lines are composed of small, evenly spaced dots, creating a textured, shimmering effect against the solid black background. The pattern is most prominent on the left side of the image, extending towards the center.

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