Media analysis framework

This framework was devised for use in the visual analysis of Instagram for this project. The list below is drawn from a reading of Gillespie and Toynbee (2005) *Understanding Media* and Gillian Rose (2011) *Visual Methodologies* Ch4.

Genre
1. Is there remediation of other genres (e.g. news playing in a film)
2. Is there genre hybridity (e.g. melodrama + spy; sci-fi + romance)
3. How is 'real' constructed in this genre?

Narrative
1. From whose point of view is the story told?
2. Whose stories are missed out?
3. Does the story (scenes 1-6) match the plot (linear events in time, 1-6)? Is anything from the plot missing from the story?
4. Who are the agents of change in the story?
5. Compare the initial and final equilibrium. Has anything changed?
6. How does the story show us the depth of each character?

Representation
1. Is it clear and informative or is the plot obscured (intentionally or not)?
2. How much of the world is depicted? Just the country where the action occurs?
3. How is the story told through 'types' of characters?

Semiotics
1. Are they denotive (universal or common to anyone with that language) or connotive (only have meaning to those involved)?
2. Are symbols relational?
3. Are there chains between the symbols? (so the meaning of each symbol is not fixed)
4. Are there icons?
5. Are symbols anchored by text?