Code for Textual Analysis

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| Book: Media Analysis Technique (Fourth Edition)  Publisher: SAGE (2012)  Arthur Asa Berger | |
| Sample Concepts/Applications: | |
| **Semiotic Concepts** | **Applications to be “Analyzed”** |
| 1. Signifier/Signified | Signifier is the sound image and signified is the concept.  Signifier : Large Brain  Signified: Man is intellectual |
| 2. Syntagmatic Analysis | A syntagma is a chain, an in syntagmatic analysis, a text is examined as a sequence of events that forms some kind of narrative. |
| 3. Paradigmatic Analysis | The analysis of a text involves a search for a hidden pattern of opposition that is buried in it and that generates meaning. |
| 4. Metaphor | A relationship between two things is suggested through the use of analogy. Eg: Her tears were a river flowing down her cheeks. As a river is so much larger than a few tears, the metaphor is a creative way of saying that the person is crying a lot. There are so many tears that they remind the writer of a river. |
| 5. Synecdoche | Subcategory in which part stands for the whole or whole of a part.  Eg:*A boy has been admitted to the hospital. The nurse says, “He’s in good hands.”*  The boy is not literally being taken care of by two hands. Rather, he is being taken care of by an entire hospital system, including nurses, assistants, doctors, and many others. This is an example of microcosmic synecdoche, as a part signifies a whole. |
| 6. Icons | Resemblance  Eg: Picture, Statue |
| 7. Indexes | Casual Connection  Eg: Fire/Smoke |
| 8. Symbols | Convention  Eg: Flags |
| 9. Intertextuality | Conscious reuse of material from a text. |
| 10. Codes | Codes are a highly complex pattern of associations that all members of a given society and culture learn. |

Non-Verbal Communication

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| Type | Category | Nature |
| 1. Body Structure | 1. Head Movement          2. Voice              3. Smell      4. Eye Movement        5. Facial Expression | 1. Nodding side by side  2. Nodding right and left    1. Pitch  2. Volume  3. Inflection  4. Nasality  5. Articulation      1. Appealing  2. Non appealing    1. Direct eye contact  2. Eyebrow Raising    1. Anger  2. Determination  3. Disgust  4. Fear  5. Neutral  6. Pouting  7. Sadness  8. Surprise |
| 3. Gesture | 1. Insecurity          2. Deceit            3. Apathy        4. Disapproval      5. Approval      6. Confidence        7. Arrogance    8. Despair    9. Hostility        10. Courtship and affection. | Self-touching, hair-stroking, playing with jewellery are other signs of insecurity.    When lying, people can show stress in many different ways, including scratching or rubbing the face or nose, covering the mouth with a hand, manipulating clothing (buttoning up a coat or blouse, tugging at a collar); erecting ‘signal blunters’ to hide behind, such as a purse, briefcase, folder or laptop computer; crossing and uncrossing legs    Shrugging the shoulders, restricting movement and gestures, hands in pockets    Picking off lint from clothing, moving items away, refusing eye contact, lowering voice    Thumbs up, ‘A-OK’ finger gestures, ‘you’re the man’ finger pointing, high-fives    Hands on hips, thumbs in belt or pockets, swaggering gait, erect posture.    Steepling hands (putting fingertips of two hands together in the shape of a church steeple), feet up on desk, dismissive waving    Hand wringing, head in hands, head shaking    Bunched fists, waving fists, pointing fingers, obscene or taboo gestures    adjusting and smoothing down clothing (ties, collars) and glasses, touching the hair, adornments or jewellery. |
| 4. Posture |  |  |
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**Camera Shots**

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| **Signifier (Shot)** | **Definition** | **Signified (Meaning)** |
| Close-up | Face only | Intimacy |
| Medium Shot | Most of body | Personal Relationship |
| Long Shot | Setting and characters | Context, Scope, public distance |
| Full Shot | Full body of person | Social Relationship |

**Basic Camera Work and Editing Technique**

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| **Signifier (Shot)** | **Definition** | **Signified (Meaning)** |
| Pan Down | Camera looks down | Power, Authority |
| Pan Up | Camera looks up | Smallness, weakness |
| Dolly in | Camera Moves in | Observation, focus |
| Fade in | Image appears on blank screen | Beginning |
| Fade out | Image screen goes blank | Ending |
| Cut | Switch from one content to another | Simultaneously, excitement |
| Wipe | Image wiped off screen | Imposed conclusion |

**Rethinking on Mapping of Meaning Making of Social Media Posts**

Factors to be Considered:

1. Posture Analysis
2. Gesture Analysis
3. Emotional Analysis
4. Intelligence
5. Context
6. Noun and Verb
7. Ego Analysis
8. Posture Analysis
9. Gesture Analysis

Reference:

<https://www.researchgate.net/publication/275965639_Non-Verbal_Communication>

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| 3. Gesture | 1. Insecurity          2. Deceit                3. Apathy        4. Disapproval      5. Approval      6. Confidence      7. Arrogance        8. Despair    9. Hostility        10. Courtship and affection. | Self-touching, hair-stroking, playing with jewellery are other signs of insecurity.    When lying, people can show stress in many different ways, including scratching or rubbing the face or nose, covering the mouth with a hand, manipulating clothing (buttoning up a coat or blouse, tugging at a collar); erecting ‘signal blunters’ to hide behind, such as a purse, briefcase, folder or laptop computer; crossing and uncrossing legs    Shrugging the shoulders, restricting movement and gestures, hands in pockets    Picking off lint from clothing, moving items away, refusing eye contact, lowering voice    Thumbs up, ‘A-OK’ finger gestures, ‘you’re the man’ finger pointing, high-fives    Hands on hips, thumbs in belt or pockets, swaggering gait, erect posture.    Steepling hands (putting fingertips of two hands together in the shape of a church steeple), feet up on desk, dismissive waving    Hand wringing, head in hands, head shaking    Bunched fists, waving fists, pointing fingers, obscene or taboo gestures    adjusting and smoothing down clothing (ties, collars) and glasses, touching the hair, adornments or jewellery. |

1. Emotional Analysis
2. Intelligence Mapping

Reference:

<https://opentextbc.ca/introductiontopsychology/chapter/9-1-defining-and-measuring-intelligence/>

<https://link.springer.com/content/pdf/bbm%253A978-1-137-02558-6%252F1.pdf>

Wechsler Adult Intelligence Scale is the widely used scale to measure an adult’s intelligence.

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| Domain | Categorization |
| Verbal Comprehension | 1. Similarities 2. Word Reasoning 3. Vocabulary 4. Comprehension 5. Information |
| Perceptual Reasoning Index | 1. Block Design 2. Picture Completion 3. Matrix Reasoning 4. Picture Concepts 5. Visual Puzzles |
| Working Memory Index | 1. Digit Span 2. Letter Number Sequencing 3. Arithmetic |
| Processing Speed Index | 1. Coding 2. Symbol Search 3. Cancellation |