

Media analyses

METHODS

Topic 2



Content analyses

Through content analysis of media content it's possible to effectively deconstruct any text, being it written or expressed through auditory or visual means. It focuses only on the text itself, disregarding external influences. There are four main methods:

Quantitative

Qualitative

Semiotic / Semantic

Parsing (syntactic analysis)



Contextual analysis

A contextual analysis is already going beyond boundaries of the media content and focuses on external influences.

A contextual analysis can be basic or complex, depending on the focus of the researcher. Generally includes several key questions: what is the socio-political, historical, and cultural context of the media piece; to what does it react; is it relevant; is the information presented in the right context; does it use sources that are not relevant?



Analysis of authorial intent

This analysis is focusing on internal influences of media content and it is seeking answers to the questions such as why the author published the media piece, what may be their intentions, are we understanding the text right?

Agenda-setting - media practice that aims to influence public perception of importance placed on the topics. Media gives importance to topics on the basis of their own interests instead of that of the public.

Gate-keeping - a related concept, which refers to filtering of information. Media are deciding which information to publish, and which should stay “behind the gate”.



Comparative analysis

It's not necessary to focus on one medium or one text only. Comparison of various pieces or media is very useful as well. Researchers can choose the topic and then compare how it's been covered by several media.

This analysis can be also interesting to compare various genres and their approach to the same topic.