

Media Studies

All tasks will need the following webpage: [Signs and Semiotics | Definition and Examples](#)

Task 1

What is a sign?

Research the definition of a sign using the webpage above. In the first section, the writer uses the example of a picture of a pipe with the caption that declares it is not a pipe – see below.



Rene Magritte's The Treachery of Images (1929)

Explain in 100 words how the picture demonstrates the relationships between signs and meanings.

Task 2

Key thinkers in Semiotics

There are a number of semiotic theorists who you will be studying in Media A Level. For each of the below, summarise their thoughts on signs and meanings – again use the same webpage to help you.

- Ferdinand De Saussure
- Roland Barthes
- Charles Peirce

Task 3

Applying key semiotic concepts

There are three key words associated with semiotics: signs, codes and ideology. Read the definitions of each one using the same webpage.

Choose a film poster of your choice. Try to explain how the film poster uses signs, codes and ideology to convey meaning about the film – for example, the themes in the film, the genre, the characters, etc. Aim to write around 250 words.

An example is below for you:

But why do we presume this man is Batman? The first signifier is his helmet; his two pointy ears are iconic to any depiction of Batman. Moving down, the second signifier of his identity is his cape. The other side of his persona we see is not one of a hero, but of a loner. The color blue signifies his emotion state of coldness. It signifies that he is required to douse his emotional feelings in order to complete his task as a hero. His posture is also an important code – he's standing completely still, stiff, and straightforward. He is looking into the distance, which signifies his reflective and deep nature. This also signifies that he's a thinker, not just a mindless fighter.

attached directly onto his person; in fact, the code here shows that his violent life is literally "a part of him." His dedication to fighting crime truly is a part of his very body and soul, one of his defining traits.

