

Critical Literacy: Advertising is our environment

Critical Content Analysis and
Discourse Analysis

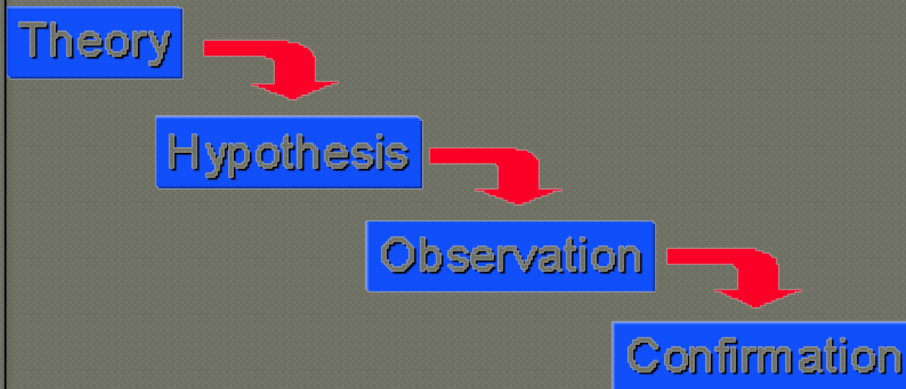
Your task...

- Take pictures of as many advertisements that you encounter on your journey from home to school.
- Upload your pictures to your weebly research page in a gallery style slide show
- Conduct a content analysis on a series of multiple advertisements
- Conduct a critical discourse analysis on one of your advertisements
- Summarize your findings on your research page

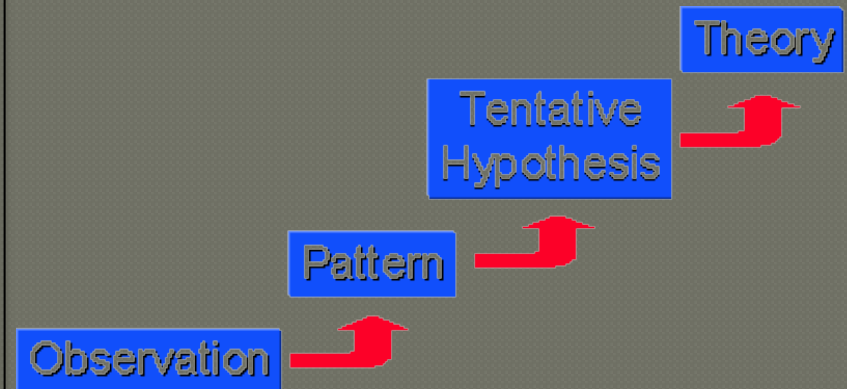
Content Analysis

- Quantitative
- Goal: To quantify the images and text used based on categories (Content includes words, meanings, pictures, symbols, ideas, themes, anything written, visual or spoken that is meant to communicate)

Deductive (top down)



Inductive (bottom up)



Critical Discourse Analysis

- More qualitative and interpretive
- Goal: What are the ideas (ideologies, representations, agendas and motivations) behind the images and text?
- A way of investigating language and communication from a social and political perspective
- Used to study social problems (ie. Sexism, racism, colonialism, other social inequalities)

Ideas to consider in analysis

- Looking across all of your advertisements, what are some identifier categories? This can be images, words, themes.
 - What is included?
 - What is not included?
- Count up the number of times you see something (images)
- Count of the number of times a word is used
- Count up the number of times a particular theme is seen (ie. Luxury, beauty, pleasure, function, violence)
- Create tables/graphs/visuals to represent your data

Ideas to consider in analysis

- Critical Discourse Analysis
- Choose one advertisement that you are interested in investigating more deeply and critically
- What are the visual messages being presented? Are they overt or covert?
- What are the textual messages being presented? Are they overt or covert?
- Are stereotypes being used? How? What social relations are being presented as normal?
- What are the subconscious ideologies embedded in the advertisement?
- How is power, dominance, and inequality reproduced or resisted?

Reflection

- Your reflection should address what you learned from your results, the implications of these advertisements on young people, and what new questions emerged from your study.

Example: Content Analysis



Content Analysis

Image/Text/Theme	Number of times appears	%
Phone	1	11
Television show	1	11
Cigarettes	1	11
Females (body parts)	3	33
Female (with face)	2	22
Beauty	3	33
Communication	1	11
Luxury	1	11
Consumption	8	88
Entertainment	2	22

Think about how to transform this data into something more visual???

Final Product

- Upload your series of images to weebly
- Describe your method for data collection and content and critical discourse analysis
- Present the results of your content and critical discourse analysis
- Reflect on the implications of your results