

ang070/ang071: S/Ü "Key Concepts in Cultural Studies"
Assignment 3: Identity, Discourse, Media – Film

This assignment is a mandatory part of your portfolio and needs to be uploaded on time on Stud.IP. It is ungraded but a sample solution will be published on the Institutswiki. Additionally, you can receive feedback in the office hours of your respective instructors.

You may write up to three pages of text, according to the formatting specifications of our style sheet. Any text beyond the first three pages will be ignored.

Do not forget to include your chosen frame(s) (see task 3).

Please analyse the following frames by addressing the tasks below:

1. Formal and media-specific analysis

- 1.1 Describe the *mise-en-scène* in the given frames, i.e., the visual and the cinematographic design. Include the literary design / writing in the given frames and take into account the larger sequence.
- 1.2. Identify various discourses in the given frame by considering terms / vocabulary; visual motifs; settings / institutions; subject positions / roles.

2. Functional analysis: Toward a problem-oriented sample analysis

Based on the data generated through your formal and media-specific analysis, provide a **coherently written** analysis with a clear **research problem** that addresses the following points as well as relevant secondary texts:

- 2.1 the *discursive construction of identity* as represented in the frame (taking into account who/what conceptual tools construct identity);
- 2.2 the *relevant contexts* (historical, cultural, literary, generic, etc.).

3. Comparison and/or contrast:

Suggest one or two other frames from the film that contrast and/or correspond with the given frame in an aspect relevant to your research problem. Briefly discuss how these frames relate to the problem by addressing differences in representation and their possible functions.

4. Lecture

Relate *Apocalypse Now* to the specific conflicts and struggles for an 'American self' and national identity during the time of the Vietnam War.



KILGORE

Napalm, son. Nothing else in the world smells like that.
I love the smell of napalm in the morning.