

Art 195

Name _____

Art & Text

Due Date _____

You earned _____ out of 50 possible points.

Paper 3 Considering Narrative

narrative = a spoken or written account of connected events; a story

Object

At its most basic, semiotic analysis aims at uncovering the social meaning produced by the particular configuration of signs within a given text. As discussed in class, all texts can be read on at least three levels, namely, in terms of denotation and the two levels of connotation (language and myth).

Since semiotics relies primarily on structures of opposition and the play of similarities and differences present in signifying systems to understand the production of meaning, one must maintain a strong awareness of the latent and manifest orders of expression (the said and the unsaid) that constitute the activities of textual production, reception and dissemination. Furthermore, all semiotic analysis is highly contingent at the level of validity and truth claims, engaging, rather, in a form of reflective examination focused on uncovering the social significance and functions of texts, at the level of ideology.

Written Summary

Using Julie Shafer's class presentation of her own work, deconstruct the artist's narrative and one work shared during her talk. Use the following steps to build your analysis:

- Identify signs or semantic units in the work
- Classify the signs according to type
- Describe the denotative organization of Shafer's narrative (in formal terms)
- Perform connotative analysis of the narrative at the levels of language and myth using key theoretical concepts from Hall such as (discuss those that apply) binary oppositions, conceptual structures, visual structures in her Powerpoint, metaphor and metonymy, intertextuality, ideology and discourses, style, and institutional critique
- Consider what role the work of art plays in building / supporting narrative language and myth

Considering Narrative Grading Rubric		
Denotative Analysis		
	Identification of signs & semantic units	out of 5 points
	Classification of signs	out of 5 points
	Organization of narrative in formal terms	out of 10 points
Connotative Analysis		
	Use of theoretical concepts from Hall	out of 15 points
	Distinction between language and myth	out of 5 points
	Explanation of meaning and making	out of 5 points
		out of 50 points