1. Access the following links to some publicity for the Johnny English film franchise. www.yourprops.com/Johnny-Rowan-Atkinson-original-screen-used-costumes-wardrobe-Johnny-English-2003-prop-50013.html

   www.fansshare.com/gallery/photos/219936/Johnny-English- Reborn/

   Discuss how the concept of intertextuality is relevant. Give some examples of other media texts (e.g. advertisements; magazine texts) which rely heavily on intertextuality for interpretation.

2. The following link leads to *The Times* Appeal and is about Riders for Health, a charity organisation in Lesotho:

   www.thetimes.co.uk/tto/public/timesappeal/article3648554.ece

   Analyse aspects of the article, including a consideration of how storytelling is used as a persuasive strategy.

3. The link below leads to the *Guardian* newspaper website. Find a recent article on the website: www.theguardian.com/uk

   Perform a Critical Discourse Analysis on the article. Ensure that you discuss both the strengths and weaknesses of CDA and link these to your analysis.

4. Saussure's signifier and signified model is concerned with spoken language. Can we apply it to written language or photographs? Discuss the model, using suitable examples.

5. Discuss the concepts of denotation, connotation and myth, using examples to support your discussion.

6. According to Barthes (1977, p.40), anchorage is a form of control which has a 'repressive value'. Discuss what Barthes was referring to, using examples to illustrate your answer.

7. To what extent are paradigmatic and syntagmatic relations useful for interpreting meaning in a text? Draw on examples to support your discussion.

8. What are the characteristics that help readers and/or viewers identify or recognise a text as belonging to a particular genre? Illustrate your discussion with examples from TV, films or books.

9. Reality TV is a very common phenomenon. Is it a genre in its own right or does it make use of other genres? If so, which ones? Illustrate your discussion with examples.

10. There has been a phenomenal rise in the significance of celebrity in many societies and in the presence of celebrities in the media. Discuss, drawing on examples to support your discussion.

11. To what extent is Labov and Waletzky's (1967) narrative schema model a useful framework when analysing media texts? You should refer to research and theories in your answer.

12. Why is media and language an important area of study? Illustrate your discussion with examples.

13. Select a recent advertisement published in a newspaper or magazine. Present a semiotic analysis of the advertisement as a multimodal text, paying particular attention to the interaction between verbal and visual signs.

14. Select a recent advertisement published in a newspaper or a magazine and one poem in which you think the layout is significant. How does graphology contribute to the meaning of the two texts?

15. Select an interview broadcast in the media in English. Transcribe three to four minutes of the interview and analyse the transcribed part using the techniques of analysis covered on the course, for example, Conversation Analysis. Ensure that you discuss both the strengths and weaknesses of your framework of analysis and of your own analysis.

16. Select an interactive online advertisement. Analyse the advertisement, taking account of the collaborative, participative features. Contrast the advertisement with static advertisements, highlighting the advantages and disadvantages that the internet provides advertisers with.