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1 INTRODUCTION

This assignment will select three units of analysis that would be used for research, formulate two categories to be used to allocate to the units of analysis identified, differentiate between manifest and latent coding and emphasis whether the manifest or latent would be used for the study. This assignment will further code *Isolezwe* newspaper by placing units of analysis into categories, present the results from coding in a table, provide brief narrative description of findings in a table, explain how two research questions from assignment one were answered and provide a narrative description of how research problem was answered. This assignment will further conducts narrative analysis using *Lucifer* drama series and give a brief plot, provide a theoretical discussing of Aristotle's three-act narrative structure and apply Aristotle's three-act to the *Lucifer* drama series, provide brief discussion of Todorov's five step linear narrative structure and apply Todorov's narrative structure to the *Lucifer* drama series, provide a brief explanation of the role of binary oppositions in narrative and identify two pairs of binary in *Lucifer.* The assignment will further define film theory and discuss three types of film theories as distinguished by theorist Sergei Eisenstein by using film *Death Wish* and give a brief plot of the film, analysis of the film based on Eisenstein film theories and conduct critical analysis using two kinds of criticism as distinguished by De Putter. The assignment will further provide explanation of active audience paradigm, critically discuss the uses and gratifications, provide details about typology of needs such as cognitive, affective, social integrative and personal integrative and give media examples of such typology needs.

2 QUANTITATIVE CONTENT ANALYSIS

2.1 Units of analysis

The units of the analysis to used for the scenario are words, sentences and time and space

2.2 Categories

Category 1: Murder

Domestic related murders (include murders happen between family member or close people at home) and murder related to conflict between neighbours, murders related, death by gun, death by stabbing

Category 2: Drugs dealing

Transportation of drugs, drugs manufacturing and drug dealing elsewhere.

2.3 Difference between manifest and latent coding

The difference between manifest and latent lies in the fact that manifest is an actual physical count of the elements that are available in the message and it is objective indicators in the message that will help in selecting categories, on the other hands latent is concerned with the meaning within the message and needs the interpretation of the symbolism underlying the physical data and is more of subjective approach as coding requires depth of understanding.

2.4 Coding to be used for study

Manifest coding would be appropriate to conduct the study because pointers about crimes stories being studies are there.

2.5 Newspaper coding

Table in Addendum A, see page 15

2.6 Coding of *Isolezwe* newspaper in pie chart

Crimes stories

Crime stories

Murder crimes 50% Drugs crimes 50%

■ Drugs crimes ■ Murder crimes
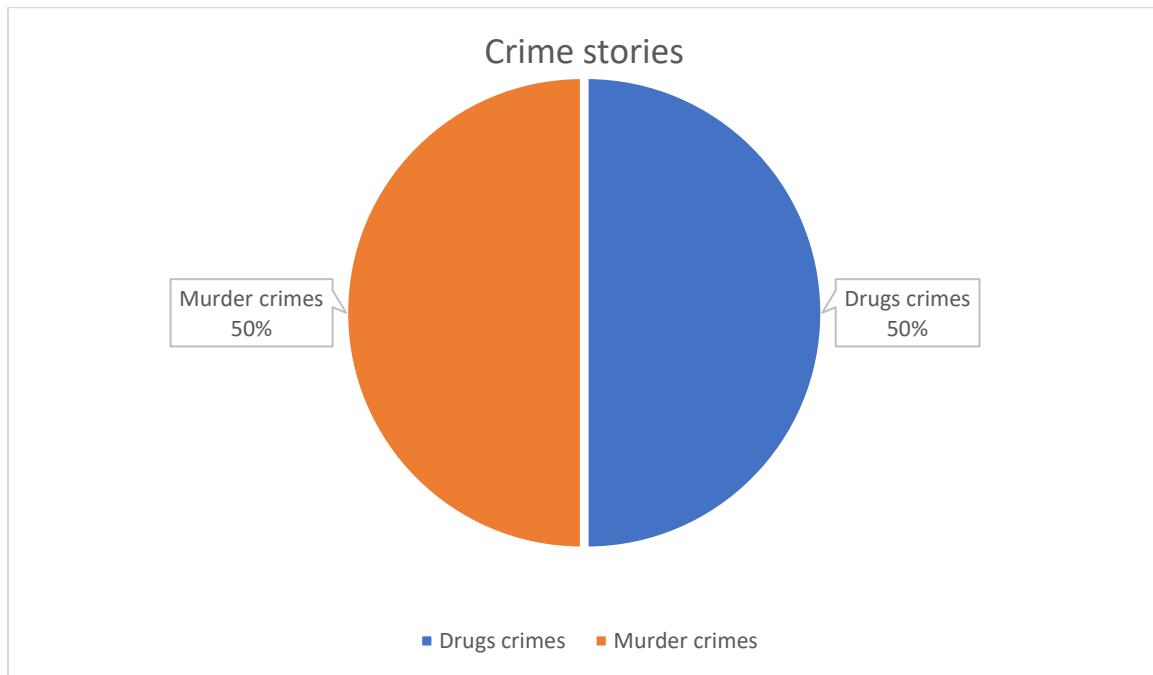
2.7 Brief narrative of findings

The *Isolezwe* newspaper between 17 April and 21 April 2023 covered 50 percent of crime news relating to murder crimes and 50 percent of drugs related crimes, indicating the equal share of prevalence amongst the types of murder and drugs crimes.

2.8 Explanation on how research questions were answered

The research questions were answered by analysing *Isolezwe* newspaper to determined news stories on the front page about crime over the period of five days and the study determined that *Isolezwe* covered 50 percent of murder crimes and 50 percent of drugs related crimes

2.9 Narrative description of how research problem was answered

The *Isolezwe* newspaper covers most prominent stories of murder crimes and drugs related crimes.

3 NARRATIVE ANALYSIS

3.1 Introduction

This essay will conduct an analysis of *Lucifer* television drama series by providing a brief plot of the *Lucifer* episodes '*The would-be prince of darkness*' and provide theoretical discussion of Aristotle's three-act narrative structure and there after provide application of Aristotle three-act narrative structure to the *Lucifer* drama series. This essay will further provide theoretical discussion of Todorov's five-step linear narrative structure and there after provide application of Todorov's five-step linear narrative structure to the *Lucifer* drama series. Lastly this essay will provide brief explanation of the role of binary oppositions in narrative and identify two pairs of binary oppositions in *Lucifer* drama series.

3.2 Name of the series and brief plot of the episodes

The name of the drama series is *Lucifer* and episodes '*The would-be prince of darkness*' (Hope 2016), This episodes revolves around the investigation of a murdered model Ali who was bought to sleep with a soccer star Ty Huntly so that she can make a sex tape that would be used to blackmail the soccer star in future in case he wants to leave Joe Hanson sport agency. In this episode, two main characters Lucifer Morningstar and detective Chloe Decker investigate the murder.

3.3 Aristotle's three-act narration

Fourie (2017:263), argues that Aristotle's three-act narration simply entails structure of the beginning, middle and end sequence. Fourie (2017:263), further argues the Aristotle's structure is coded in terms of act 1 (beginning), act 2 (middle), act 3 (end sequence, with Act 1 the beginning of the story where characters are introduced and the problem that will be/needs to solved, act 2 this is in the middle of the story where the plot usually thickens, where the minor climax are introduced, act 3, this is usually the end of the story where the mystery is solved and the story reaches resolutions. Fourie (2017:264), explain Aristotle's three-act narration in various phases with phase one exposition, where audience is introduced to basic components such as characters, space or environment they occupy, this is usually in the beginning of the story although it is not always the case since in television series there is recuring nature of certain characters. Another phase in Aristotle's three-act narration is climax,

which usually happens when the conflict of the story reaches its peak, in television series there are generally small number of climax although this does not indicative of the end of the story, so this usually happens in the middle of the story (Fourie 2017:264).

Resolution is another phase of Aristotle's three-act narration, this is where the mystery happened in the beginning of the story is solved, this usually happens towards the end of the story and denouement is a phase that bring the closure to the narration by folding out the story. Fourie (2017:265), summarise the Aristotle's narration structure by identifying characteristics such as boundaries of an act are in approximate known locations and can make up of a single event or several events, act contains one climax that is considered to be most intense moment in the act and occurs close to the end if it not the last event that is dramatic, there is a short break between acts in order to create boundaries for the act, the structure is said to be subjective to variation and structure is established from the placement of various dramatic elements.

3.4 Application of Aristotle's three-act narration structure

In episode '*The would-be prince of darkness' Lucifer* (Hope 2016), the act 1 happens when viewers are introduced to young model Ali who is murdered and the introduction of the soccer star Ty Huntley who is also part of the mystery to be solved which is a murder of Ali. In the middle of the story, act 2 occurs when detective Chloe Decker and Lucifer Morningstar thought they have the real killer Ronnie Hillman, which turns out to be untrue. In the end of the story the killer is revealed to be Joe Hanson who is an agency of Ty Huntley.

3.5 Todorov's five-step linear narration structure

Fourie (2017:279) states the first step of Todorov's linear narration structure is a state of equilibrium, where everything seems to harmonious, everything is normal. Second step in narration structure is a disruption of that equilibrium by some actions, this means the calmness is disturbed by problems arising in the story such as murder (Fourie 2017:279). The third step is recognition that there has been a disruption, this means the arisen problems are now known or notice (Fourie 2017:279). The fourth step is an attempt to restore the equilibrium, this is when there are efforts to bring back

the harmonious situation or trying to solve the mystery (Fourie 2017:279). The firth step is a reinstatement of the equilibrium; this is when the mystery is solved hence bring back the state of equilibrium (Fourie 2017:279).

3.6 Applying Todorov's five-step linear narration structure

In episode '*The would-be prince of darkness' Lucifer* (Hope 2016), the first step happens when there is a party in the which the main character Lucifer and other important characters Ty Huntley and Ali are introduced. The second step happens when Ty Huntly found Ali floating in the pool which disrupt the calmness. The third step happens when Ty Huntly realises that Ali is dead and alert Lucifer. The fourth step happens when Lucifer and detective Chloe Decker investigate to find Ali's killer. Fifth step happens the real Ali's killer, Joe Hanson is found, and the equilibrium is reinstated.

3.7 Explanation of binary oppositions in a narrative

 Binary oppositions act as means by which the meaning can be found in a text, which are base on the simple premise that nothing has meaning in itself (Fourie 2017:287). The various characters in the text are understood through binary oppositions (Fourie 2017:287). The hero in a story is seen as opposition to the villain as the hero is seen as such, a hero (Reid& Heerden 2009:168). So, the denotation of the theme of the programme between two characters not only battle the of the sexes but also a battle between classes (Fourie 2017:287).

3.8 Two pairs of binary oppositions

The binary oppositions between to main characters Lucifer and detective Chloe Decker

LUCIFER	CHLOE DECKER
Male	Female
Wild	Urbane

3.9 Conclusion

This essay critical analysed the *Lucifer* drama series by using *The would-be prince of darkness'* episode. This essay provided the theoretical discussion of Aristotle's three-act narrative structure and applied the Aristotle three-act narrative structure to the *Lucifer's* chosen episode. This essay further provided the theoretical discussion of Todorov's five-step linear narrative structure and there after applied Todorov's five-step linear narrative structure to the *Lucifer's* chosen episode drama. Lastly this essay provided brief explanation of the role of binary oppositions in narrative and identify two pairs of binary oppositions of two main characters Lucifer and detective Chloe Decker in *Lucifer's* chosen episode.

4 FILM THEORY AND CRITICISM

4.1 Film theory definition

Film theory is defined as an intellectual and critical activity working with divergent questions about the nature of the film as a phenomenon (Fourie 2017:314). Questions like, how are films affected by a social institution such censorship? how are people depicted in films? how films create and convey meaning? (Fourie 2017:315). This means these questions needed to be answered for the insight and better understanding of the phenomenon (Fourie 2017:314). The insight of questions asked and answered are not important to the audience's pleasurable experience of the film or the producer's financial situation (Fourie 2017:314). The answers of these questions are extremely important to critics, film actors and viewers because it contributes to their understanding of approach to and experience of the film medium (Fourie 2017:314).

4.2 Three types of film theories

4.2.1 Introduction

This essay will provide theoretical discussion of three types of film theories as distinguished by Sergei Eisenstein (1898-1948), namely, total-shot theories, medium-shot theories and close-up theories and analyses of the film *Death Wish (2018)* based on those three theories. The essay will also give a brief plot of the film *Death Wish* (2018).

4.2.2 Name of the film and brief plot

The name of the film is *Death Wish* (Birnbaum 2018). The film is about a top surgeon, Dr Paul Kersey whose family house is raided by robbers who took valuables and the robbery goes wrong after his wife, Lucy Kersey and daughter, Jordan Kersey see a face of one the robbers and in attempt to erase with evidence robbers shoot the family, leading to the death of the doctor's wife and injury of his daughter. After the doctor lost faith in the police He takes matters into his own hands and seek revenge by eliminating any criminal he can encounter with including those who killed his family.

4.2.3 The theoretical discussion of three film theories

The three types of film theories as distinguished by Sergei Eisenstein (1898-1948) are total-shot theories, medium-shot theories and close-up theories (Fourie 2017:315). The total-shot theories (established-shot) give a shot of an overall picture of the scene and this shot emphasises the social context of a film and social context in which films are made (Fourie 2017:315). The contemporary questions that might be asked in these theories include what effects does the economy have on films? How are films affected by technology? (Fourie 2017:315). Medium-shot theories looked at medium-shots which include the demarcation of a specific aspects of a scene with no detail (Fourie 2017:315). In medium-shot, the relationship between a film and its public or films and their publics is emphasised and human relationships in the film as such (Fourie 2017:315). The contemporary questions that might be asked in these theories include how are people depicted in films? What kind of human relationships are depicted in films? (Fourie 2017:315).

Close-up theories deal with the provided close-up shots and the different components of a film and the ways in which the film conveys meaning, as in semiotics of the film is emphasised (Fourie 2017:315). The contemporary questions that might be asked in these approaches include what is a film? What does a film consist of? (Fourie 2017:316). Questions asked in film theory amount to a consideration of the classical distinction between form, content and function (Fourie 2017:316). A question such as what is a film? relate to form, what the fill depicts relate content and how social factors influence films relate to function (Fourie 2017:316).

4.2.4 Analysis of a film based on three theories

In total-shot theory of the film *Death Wish* (Birnbaum 2018), the people live these seems to be people who are working high class citizens leaving in the neighbourhood where people have good job, take look at Dr Paul Kersey who is a successful surgeon with a beautiful house. One can see that people in the neighbourhood live comfortable and this proven by the string of robberies that people in the neighbourhood they have comfortable lives. The total-shot theory considered how the lives of the successful are target because of their economic status or economic status in general.

In medium-shot theory, in the film *Death Wish* (Birnbaum 2018) before or after Dr Paul Kersey shot the leader of the robbers Knox, in a good shot, while sat on the couch, Dr Kersey facial expression tells the viewer he plans do to something to Knox as one can notice that Dr Kersey will do something at any moment. The viewers are given a good shot of Dr Kersey showing him firing gun while sat in a couch and showing him relieved after shooting.

In close-up theory, in the film *Death Wish* (Birnbaum 2018), in the shot while sitting on the couch the facial expression of Dr Kersey shows that he is angry and Also, the good shot of Knox asking Dr Kersey "Is that your little girl" tells the viewer that he enjoys terrorising people. A good close-up shot showing Jordan Kersey screaming when his father is firing shots.

4.2.5 Conclusion

Sergei Eisenstein (1898-1948) distinguished three theories film theories, this essay provided in depth theoretical details about those theories. This essay further gave a name and brief plot of a film *Death Wish* (Birnbaum 2018) and analyse it based on three film theories.

4.3 Analysis of the film using two kinds of criticism

According to Fourie (2017:323), De Putter distinguished two kinds of criticisms, film criticism that looks on the story of the film and the film criticism that looks at the

Technicality (production aspects such as camera use, lighting, sound amongst others) of the film. The film criticism on the film *Death Wish* (Birnbaum 2018), the exposition happens when audience introduced to the Kersey family who are Dr Paul Kersey, a successful surgeon, his wife Lucy, a house wife, daughter Jordan, a prospective college student and his brother Frank, who is not that successful. In the exposition the Kersey family is robbed of valuables while Dr Kersey is at work, the robbery leads to the death of Lucy and Jordan to be in coma after being shot. The are couple of climax where Dr Kersey encounter with robbers who killed with his wife but one of the prominent climax is when he went to Trobol, a shop owner who keeps stolen goods and pretend to be a potential buyer who wants to buy a gift for his wife. Upon Trobol realising that Dr Kersey is actually a doctor whose house was robbed he calls one of the robbers The Fish and attempt to grab a gun to shoot Dr Kersey but Dr Kersey notice and stab Trobol with sharp objects and asks him when his things are. The Fish arrived later and attempt to shoot Dr Kersey and mistakenly kill Trobol and The Fish ended up being killed by Dr Kersey. The resolution happens towards the end of the move when Knox and his goons went to Dr Kersey's house to finish off Jordan Kersey since she is witness, Dr Kersey end up killing all goons and Knox is the last one to get killed.

In the beginning of the film is using panning when Lucy Kersey realise that there is someone in the house she panics and moves from right to left and vice versa and the camera follows the movement, the film uses notan lighting is most of the scene. The most music used in the move is instrumental but there are a seen when hip hop track was use when Dr Kersey was wearing a hoodie and sneakers going to kill the drug dealer.

5 MEDIA AUDIENCE THEORY

5.1 Explanation of active audience paradigm

According to Fourie (2017:390), scientific studies based on the assumption of passive audiences who have no resistance against the so called 'all powerful bullets' were done within the behaviourist tradition. The concept of passive audience later challenged by the uses and gratifications theory and the uses and gratifications theory

sees audiences as actively engage in media messages to satisfy specific needs (Fourie 2017:390).

5.2 Uses and gratifications

According to Fourie (2017:391), this is a subsidiary of the functionalist in the social sciences. The emphasis is on media audiences who actively chose media to satisfy specific needs (Fourie 2017:391). The media effects tradition assumes a homogeneous passive mass audience who are at the mercy of the strong influence of media (Fourie 2017:391). This means that the uses and gratification theory is part of a broader trend amongst media researchers that has to do with how people use the media, allowing for a various audience response to and interpretations of media messages (Fourie 2017:391). The basic theoretical assumptions of the uses and gratification emphasis that media use is defined in terms of the way media satisfy individual media users social or psychological needs, this means the media is seen as satisfaction of needs (Fourie 2017:392). Media users are actively and purposefully involved in selecting media to satisfy needs that media users are aware and can articulate verbally, this means media user carry-on selecting specific media to adequately fulfil their needs (Fourie 2017:392). The various media sources exist to gratify needs that may lead to direct competition between the media and gratification can also be obtained from media content and from familiarity with genre conventions of the programme (Fourie 2017:392). Media content satisfaction of needs varies because only small portion of wide range of human needs can be satisfied (Fourie 2017:392).

5.3 Typology of needs

5.3.1 Cognitive needs

According to Fourie (2017:392), these needs are also called information/surveillance needs entails looking information about relevant events in immediate surroundings society at large and the world. These needs also entail looking for advice on practical matters such as decision-making choices and learning important topics and self-improvement (Fourie 2017:393). Gaining a sense of security though knowledge in the media (Fourie 2017:393). For example, one may consult international internet sources

such as Reuters if they want to know about Ukraine and Russia war conflict. The media example, international internet source would be appropriate for this category because one can stay up-to date about what is happening around the world, especially in Ukraine.

5.3.2 Affective needs

According to Fourie (2017:393), these needs work with emotions experienced when interacting with the media. This include escaping from daily or personal problems, relaxation after doing some work or daily routine work, providing and strengthening aesthetic experiences and enjoyment or curbing boredom when there is nothing to do and provide emotional release from pent-up anger or disappointment and get sexually arouse. The best way one would deal with emotion or boredom is by watching a movie, one may watch film about love if they want to feel loved or they feel the need to watch romantic movie. Movie is appropriate for this category because people may watch movies to escape their own issues or avoid thinking about their personal matters such as marital problems.

5.3.3 Social integrative needs

These needs entail the desire to affiliate and be in social contact with others, these needs entail getting insight into matters of others and develop social empathy with them (Fourie 2017:394). These needs include the sense of feeling of belonging to certain group and finding topics of conversation for social interaction (Fourie 2017:394). These also include finding substitutes experiences for real-life companionship (Fourie 2017:394). For example, one way of satisfying these needs by means of internet, maybe using a website forum that deals with same sex social get together such as gays and lesbians forum, where one can feel as part of that group. Using website is appropriate for this category because it can help people to interact with other people wherever they are and feel as part of the group.

5.3.4 Personal integrative needs

According to Fourie (2017:394), states that these needs relate to finding reinforcement for personal values; identifying with values of others (role models in the media and gaining insight into oneself and to improve self-esteem. For example, one who likes to give others, maybe through charity, may have a role model individual who care-taker for children and disable people through a charity organisation, but may be disappointed by lack of integrity and dishonesty when reading newspaper about the role model who used a charity organisation as a front for their criminal activities. Newspaper is appropriate to use for this category because this is where people can read about their role models and gain self-esteem by looking at the role and see their self-reflection.

6 CONCLUSION

This assignment selected three units of analysis that were used for research, formulated two categories that were used to allocate to the units of analysis identified, differentiated between manifest and latent coding and emphasised whether the manifest or latent would be used for the study. This assignment further coded *Isolezwe* newspaper by placing units of analysis into categories, presented the results from coding in a table, provided brief narrative description of findings in a table, explained how two research questions from assignment one were answered and provided a narrative description of how research problem was answered. This assignment further conducted narrative analysis using *Lucifer* drama series and gave a brief plot, provided a theoretical discussing of Aristotle's three-act narrative structure and applied Aristotle's three-act to the *Lucifer* drama series, provided brief discussion of Todorov's five step linear narrative structure and applied Todorov's narrative structure to the *Lucifer* drama series, provided a brief explanation of the role of binary oppositions in narrative and identified two pairs of binary in *Lucifer.* The assignment further defined film theory and discussed three types of film theories as distinguished by theorist Sergei Eisenstein by using film *Death Wish* and gave a brief plot of the film, analysed of the film based on Eisenstein film theories and conducted critical analysis using two kinds of criticism as distinguished by De Putter. The assignment further provided explanation of active audience paradigm, critically discussed the uses and gratifications, provided details about typology of needs and gave media examples of such typology needs.

7 SESLF-ASSESSMENT AND SELF-REFLECTION

By doing this portfolio I learned that time is management is important especially when there is a deadline. Doing this portfolio examination made me realise that I can work under pressure because as was doing this portfolio, I was also doing other portfolios for other modules which have overwhelming work sometimes Even though I have completed this portfolio examination I have faced some struggles, especially when comes to Sergei Eisenstein theories. I believe I have successfully provided theoretical discussions on the questions asked, however I struggled at providing examples and this may cause problems in near future. I hope to improve where I lack especially in giving practical examples. Below is a list of the learning outcomes after doing this portfolio examination

Identify units of analysis for a quantitative content analysis/study.

Formulate appropriate categories for a quantitative content analysis/study.

Demonstrate an understanding of the coding process in quantitative content analysis research.

Present quantitative content analysis data results.

Analyse and interpret the findings of a quantitative content analysis/study.

Discuss Aristotle's three-act narrative structure and apply it to a television programme.

Define the concept of metaphor and provide examples from media texts.

Discuss Todorov's five-step linear narrative structure and apply it to a television programme.

Explain the role of binary oppositions in a narrative with relevant examples from a television programme.

Discuss the three types of film theories as distinguished by Eisenstein and analyse a film according to the three types of film theories as distinguished by Eisenstein.

Conduct a critical analysis of a film according to De Putter's two kinds of film criticism, explain the concept of "active audience paradigm".

Discuss and apply the four types/categories of needs in relation to the uses and gratification.

ADDENDUM A

ISOLEZWE newspaper

Category A: murder crimes	Category B: Drugs crimes
Words Ubulale umngani okhulelise udadewabo	Words Ubebhince izidakamizwa obe sengozini ekhiphe izidumbu
Sentences Babhekene nosizi lwengane ebuza ngonina owabulawa	Sentences Kusolwa uthishanhloko ngezidakamizwa esikoleni
Time/space On April 17-21, 2023, there were two murder stories appeared on the front page	Time/space On April 17-21, 2023, there were two drug related story appeared on the front page

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