

	COMPARATIVE LIT	VISUAL/CULTURAL SEMIOTICS	COMMUNICATION
Source base	Texts	Images	Interactions
Problems	authorship, readership, relations of meaning, translation	society, technology, aesthetics, materiality, encoding and decoding, messages, symbols, pictures, languages	media and technology, organization and society, relations of presence
questions	what does a text mean? what is reading and writing? do these change under external conditions?	what is the relationship between society and vision? how does meaning get into the image? are context or parataxis signs? what is the role of myth?	what is the relationship between society and media/technology? how does mediation affect meaning?
methods	critical and interpretive reading; commentary and reflective writing; comparative analysis	observation and immersion; interpretation of structure; analysis of images in social context; content analysis	interviews, surveys, observation, participation, experiments, statistical and content analysis
evidence	contents of texts; conditions of production and distribution; changes in text across languages and over time	uses and effects of images; types of images and/in dominant media; patterns and correlations of/among signs; changes over time in society and images	responses from subjects; patterns of media uses, beliefs, and effects; changes in organization and technologies over time
arguments	evocative	metaphorical	linear
suggestions	compare a text's content in different mediated forms; "transmediation"	study visual criteria for regulation/censorship; see how certain criteria change or stay constant across media	study how changes in mediation affect forms of organization around a particular message
key concepts	deconstruction	mediation	structuration