AUTHOR

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COUNTRY

Germany

FIELD OF HUMANITIES

Other: Media studies

REQUIREMENTS FOR THIS ACTIVITY

1. Digital technology:
Programming skills – NLP and text mining.

2. Pre-existing knowledge and skills:
None.

MEDIA SENTIMENT

Using NLP and text mining for automated analyses. As a part of the seminar, an introduction to the structure of dramas and films is given, combined with an overview of existing analysis approaches.

GOALS

Classic dramas as well as films and series have common structural similarities. So there is a figure inventory, which develops a common action through dialogues. In addition to the characters and their speech, divisions into scenes, acts and chapters are other structural aspects of film and drama. From a digital humanities perspective, these formal factors enable automated analyses of the respective plants using NLP and text mining. As part of the seminar, an introduction to the structure of dramas and films is given, combined with an overview of existing analysis approaches (cf. e.g. configuration matrices [Marcus, 1970], network analysis [Trilcke et al., 2015], sentiment analysis [Nalisnick & Baird , 2013]), which are mainly available for dramas.

KEY OUTCOMES

Based on current research literature, the participants of the course deepen their own approach to drama mining and / or film analysis and test this approach in their own case study, which is presented in a seminar presentation and documented in writing. Assistance with the practical aspects of the implementation of the projects (scraping and parsing of the body data, preprocessing and NLP, analysis of the data) is provided as part of an accompanying exercise. Basic knowledge of programming (ideally in Python) is required; the event is primarily aimed at students of B. Sc.

Fig. 1. Digital tools and methods for film analysis (source: Burghardt, 2018)

ADDITIONAL INFORMATION

https://ch.uni-leipzig.de/teaching/