

Phenomenology and communicative
functions, content analysis across media

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course 1

Good morning

Goodbye to Craig

A little about phenomenology (and hermeneutics)

How to do content analysis (various media)

Joint exercise: Phenomenological content analysis of written text, podcast, film

Learning Objective: In 1 1/2 hour, you all know Roman Jakobson's 6 language functions by hand, and you can use them for content analysis of all forms of communication

Husserl: Seeks safe foundation for science and philosophy

÷ subject / object

+ Intentionality of consciousness (reaching out, not
"purpose")

+ what appears

+ epoché (parenthesis around the phenomenon itself)

Heidegger: tries to understand “the being” of humans
(phenomenological existential-ontologist)

Dasein: being-there – (not abstract “consciousness”)

Befindlichkeit, Stimmung: embedded, situated, and mood-specific (not neutral registration)

In-der-Welt-Sein: In the middle of using things, engaged in projects, time-stretched.

Zuhandenheit/Vorhandenheit (“hammer-object”) (in-use, abstracted-from-use, measurable)

Mitsein: We are always already there with others, immediacy

(Husserl learns from his pupil, Heidegger, and continues with “Lebenswelt”)

Gadamer: Hermeneutics, interpretation, tradition

Whole – part

Pre-understanding, pre-conception

Horizon, Spiel (play-game), Erlebniss (“up-living”, not just experience)

Ricoeur: Hermeneutics, interpretation, meeting

Event/Structure

Merleau-Ponty: corporal (body) phenomenology

We experience and think as corporal beings