

## **Chapter Five**

### **Data Analysis – Media Studies - Discourses of Identity**

#### **5-1 Introduction**

This first data analysis chapter is an exploration of the interview data and related public discourses with a theme of discourses of 'identity'. Here, 'identity' relates to both the participants' portrayal of their professional identities (Ford, 2006) and their depiction of an identity for 'media studies' as a subject in higher education (Kogan, 2000). The analysis in this chapter is primarily directed towards addressing research question one (See Chapter One, Section 1-7).

The professional identities established by the participants allow their subsequent responses to be characterised in terms of their current role and previous experiences. The multiplicity of complex roles and experiences problematises the association of the participants with specific, delimited categorisations but does provide rich samples of complex discursive practices.

The identity of 'media studies' is seen here as constructed through public and academic discursive practices and, as a subject that is defined in terms of a specific area of cultural and economic activity (the mass media) rather than a

discipline or methodology, it is the relationships between '*media studies*' and the '*media industries*' that underpins the participants responses to questions of subject identity and so they are explored in this chapter to frame the subsequent chapters that consider the discourses of '*academic practice*' and discourses of '*public policy*' in relation to '*media studies*'.

Although centered on '*media studies*' academic practices, responses from all the participants (01-19) are used in this chapter to examine the discursive practices of media studies graduates, central university staff and a secondary school headteacher in addition to those of media studies academic staff.